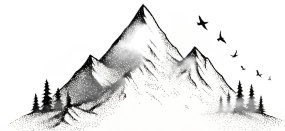


building a **dynamic and**
intelligent supply chain



40° NORTH



navigating structural volatility

a shifting climate: weather patterns are increasingly polarized.

⋮ **macroeconomic sensitivity:** our
⋮ high-price items are discretionary.

⋮ **global disruption:** an web of tariffs,
⋮ trade policies, and regulations.



foundations of a **dynamic** supply chain

early signal detection: tripwires to catch disruptions in the sc early.

⋮ **response playbooks:** creating plans so the team knows how to pivot.

⋮ **margin-preservation:** protecting net profit through every sc decision.



precision planning vs. "the spreadsheet"

data-driven decisions: use of large data sets to improve planning.

⋮ **re-forecasting:** continuously update plan based on triggers and signals.

⋮ **automated action:** automate next best action based on market signals.



resilient **sourcing** & **compliance**

hybrid sourcing: balance low-cost factories with near-shore speed.

∴ **digital traceability:** every piece of data is tracked in a digital passport.

∴ **dynamic financials:** visibility to the true cost of a product in real-time.




precision **distribution** & **logistics**

autonomous rebalancing: position
and move stock to optimal location.

⋮ **lane optimization:** use Ai to reroute
⋮ based on congestion and cost.

⋮ **localized fulfillment:** use of local
⋮ facilities for better costs and speed.



radical **transparency** & **partnerships**

data syncing: sharing data to fix supply-demand gaps together.

⋮ **segmented risk sharing:** from fixed wholesale to shared-margin model.

⋮ **virtual ownership:** allowing shops to sell from brand-owned hubs.



bringing these to life with **data and intelligence**

data "control towers": linking data together a single digital brain.

⋮ **scalable ai platforms:** embedding intelligence as a foundation.

⋮ **war-gaming & simulation:** running scenarios to ensure readiness.



the high price of not acting

fragility: the risk of a bad winter or delay creating a financial crisis.

∴ **brand erosion:** losing customers to
∴ more “dynamic” competitors.

∴ **margin erosion:** the dual-threat of
∴ markdowns & lost full-price sales.



your 2026 roadmap

identify your opportunities: where are you most exposed?

test the fast lanes: don't try to automate everything at once.

low-barrier ai: explore ai features built into tools you may be using.



from **existing to** **succeeding** as an industry

commit to radical transparency:
break down silos to create resiliency.

invest in agility: shifting the focus
from "buying big" to "reacting fast".

lead forward: decide to move past
the way has always been done.



ryan ferer

retail transformation leader and **former global head of store strategy and performance** at accenture strategy. i help my clients neutralize margin erosion and accelerate omnichannel growth. i recently launched **40°N capital partners**, providing the strategic engine and operational rigor required to scale enterprise growth and modernize the retail landscape.



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