

CELEBRATING
THE VALUE OF
CONSULTING

MCA
AWARDS
2016

International



Curzon with Aliaxis Latin America

Aliaxis is a €3BN global construction products manufacturing and distribution group, headquartered in Brussels. Its Latin American division (ALILA) turns over €400M with 3500 staff and operates in 14 countries. But ALILA was ailing: diminishing return on sales, production inefficiencies, poor leadership — it was consistently the worst performing business in the Group.

Group turned to Curzon after being unconvinced by another consultancy's diagnosis and recommendations. When our one-year programme concluded, the division had become the best performing business. Building Our Future powered EBIT run-rate to three times the starting level, delivered annualised growth in operating profit of over \$18M, and in-year ROI of over 3:1. More than 1000 staff were involved, growing the business's capability to sustain success region-wide.

Curzon and our Americas consulting partner, Emercomex, brought the structure, discipline and transformational 'horse-power' the new CEO needed to deliver an ambitious turnaround in business performance. This was achieved to a greater magnitude and in a far shorter timeframe than expected. And it left ALILA equipped to drive further growth, as a more commercially-focussed business with greatly improved efficiencies and reinvigorated leadership.