

MILLICENT MARCH

Fact Sheet

CONTACT DETAILS

- Headquartered in Ottawa, Ontario Canada
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- Social Media
 - <https://www.instagram.com/millicent.march/>
 - https://x.com/Millicent_March
 - <https://www.linkedin.com/company/millicentmarch/>
 - <https://www.threads.com/@millicent.march>

ABOUT MILLICENT MARCH

VISION STATEMENT

We propel Canadian IT and technology companies to leadership positions in their market.

MISSION STATEMENT

"Our mission is to guide Canadian software firms to lead with excellent customer experience, inspiring gratitude while our team lives rich and fulfilling lives."

SERVICES OFFERED

Service Name	Outcome	Discipline
Accelerating product managers – Competitive Intelligence	Better understanding of competitive space and current position.	<ul style="list-style-type: none">• Competitive positioning• SWOT• Pricing Comparison
Stakeholder engagement	Influencing hearts & minds, securing funding and support	<ul style="list-style-type: none">• Graphic design• Branding interpretation• Storytelling• Proposals

Customer Experience Strategies	Improved conversion Improved CX <i>Improved adoption</i>	<ul style="list-style-type: none"> • Information Architecture • User Research • User Interface Design • Business Process Mapping • Cross-function alignment • Change Management • Content Strategy • Heuristic Evaluation • Personas & Market Segments
Digital & Agile Transformation - Strategic Planning	Defines and connects the strategic outcomes to executable tactics	<ul style="list-style-type: none"> • Outcomes and KPIs • Current State Evaluation • Vision, Mission, Principles • Roadmap • Gap Analysis • Governance
Accelerating product managers – Product and Release Launch	Preparing the company for releases – marketing, sales, support Launches whose successes can be learned from	<ul style="list-style-type: none"> • Internal Enablement Planning • Cross-channel marketing and messaging Planning
Digital Content Strategy	Put your digital content to work for you	<ul style="list-style-type: none"> • Voice and Brand Definition • Design Guidelines • Prototypes • Persona Development • Feature and Experience Evaluation

MARKETS SERVED

We serve Canadian leaders delivering value via large-scale IT portfolios and the software product industry.

LEADERSHIP TEAM

- Amanda Holtstrom, Principal and Owner
- Karen Smith, Director of Content Strategy Services