



Evertrue

case study

Interim Leadership and Strategic Marketing Transformation in EdTech

When two key executives in an EdTech company went on family leave simultaneously, their absence left a gap in leadership for their marketing teams. The company, already navigating a significant organizational transformation, faced uncertainty. To ensure stability, Pivot Studios was brought in as an interim leader, allowing the executives to focus on their families while providing the teams with the confidence and guidance needed during this critical time.



Objectives

The company was evolving from a traditional industry approach to embrace modern marketing tools and strategies. Partnering closely with the VP, we worked to reassure the teams, align them with the company's new direction, and foster a sense of security in the face of the unknown. Together, we redefined their marketing strategy, shifting to innovative practices that positioned the organization for growth.



Outcomes

Rather than hiring new staff, we focused on the potential within the current teams. Through targeted training programs, employees gained the skills to step into new roles, ensuring continuity and growth without layoffs. By the time the executives returned, the teams were not only thriving but also equipped with the tools and confidence to drive the company's ambitious vision forward.