
Global Strategies, Local Experience

“With global strategies, you try to develop an economy of scale,” said Chris Johnson, Managing Director of DFM. “To do that, it’s very important that you respect and understand local evolution.”

You can develop a global strategy, you can standardize processes and everything else, but there’s always that local, evolutionary difference that you need to respect, adjust and tweak for.

Yes, you do have a fundamental strategy that does deliver those economies of scale, but when it comes down to it, you really have to understand as well how different regions have evolved and then you can adjust accordingly.