

Stratforce.one Deploys Marketing Strategy in Service of Business

Stratforce.one Rivals Consultants With Strategy It Executes, Not Just Recommends, because Marketing is in Service of Business.

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/EINPresswire.com/ -- Stratforce.one has published a four-stage engagement model that runs from diagnosis through execution. The business marketing practice is led by [Radim Svoboda](#), formerly Executive Vice President at Leo Burnett in Chicago and President at McCann in New York. It competes for the budgets that typically go to strategy consultancies, yet their argument rests on what happens after the final presentation in the boardroom.

Consultants hand over a recommendation followed by an executive summary, and their job wraps. Global consultancy firms produce it at a level few can match. Yet, Stratforce.one contracts differently. Once the client approves their strategy, the same people who wrote it take it into market.

Diagnose, Design, Launch, and Optimize are their process stages. Diagnose covers market intelligence, consumer research, competitor benchmarking, and category forecasting. Design rebuilds positioning, differentiation, and the revenue model behind them. Launch is the go-to-market plan, the communications architecture, distribution design, and named ownership of each deliverable. Optimize tracks acquisition, retention, ROI, and any outside agency the plan requires.

Stages three and four are unusual for a strategy firm. A deck alone never opens a distribution channel. Somebody has to brief the creative team, price the product tiers, and work a trade show floor in Vegas and Osaka. More strategies fail during handover than during analysis.

An investment bank reported flat growth across its wealth management and institutional divisions. Stratforce.one built margin models, ran cluster analysis on retail segments to locate



Radim Svoboda CEO Stratforce.one

the most profitable ones, and tested propositions with its potential customers. The bank was rebuilt around investing instead of deposits. It launched a digital retail account measured on assets under management.

A Czech sports technology manufacturer asked for advertising. It had a strong product and no route to new markets. Nobody bought media. The practice set up distribution and partnership channels, launched e-commerce, reset the brand, and moved the company into export markets by building reputable awareness

STRATFORCE.ONE

Stratforce.one logo

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A brilliant deck is a beginning, not an outcome. Stratforce.one builds the strategy, then stays and executes it. Two stages further is where the growth actually shows up.”

Radim Svoboda

A publisher was losing ground on a single flat subscription price. It now sells tiered membership, including an invitation-only level for insiders, and the revenue architecture has been completely rebuilt around it.

An engineering company sells into a trade with labor shortages, thin margins, and safety exposure.

Stratforce.one defined their brand purpose, wrote a proposition for each product in the portfolio, and built a market entry playbook that converts technical education

into sales and servicing pipeline. Launches followed in the United States, EU and Japan.

Forbes named Svoboda the highest-ranking Czech in global marketing. He started at The Coca-Cola Company, where the brand took category leadership from Pepsi. Leo Burnett and McCann came later, but he remained a marketer at core. While working for the best agencies of the world, he led Samsung's climb into the Interbrand top five, and earned several Cannes awards. His position has not changed since: advertising supports communication, and marketing answers to the business.

The rest of the team came out of corporate roles and decided against starting an agency. No account layers. No media commissions. When an agency is genuinely required, Stratforce.one finds one, briefs it, and runs it on the client's behalf when needed.

Most of their clients arrive in one of a few states. Revenue has flattened despite obvious potential. A launch into a new country, product, or business model is coming, and the route to market does not exist yet. Or an owner is preparing for investment or a sale, and the story does not hold up in front of investors.

The practice works out of New York, Chicago, Prague, San Jose, Oslo, and Ho Chi Minh City. One team with clients, four regions of consumer behavior read in-house rather than bought from a research vendor.

About Stratforce.one - [Marketing in Service of Business](#)

Stratforce.one is an independent business marketing practice working with CEOs, owners, CMOs, and investors. It combines business intelligence, consumer insights, and marketing strategy in one engagement, then executes the strategy alongside the client's team through launch and optimization.

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