As Brands Plan for 2027, Concordia Partners Sees a Bigger Role for Strategic Partnerships

Consultancy founded by former global brand executives helps organizations unlock greater value from partnerships, sponsorships and loyalty ecosystems



From left: Victoria Gottlieb, Jessica Kranz Hughes and Joanna Todd, Co-Founders and Principals, Concordia Partners.

WASHINGTON, DC, DC, UNITED STATES, September 16, 2026 / EINPresswire.com/ -- Partnerships are playing an increasingly important role in how companies drive growth, strengthen loyalty, reach new audiences, and create differentiated customer experiences. As their role expands, organizations have an opportunity to think more broadly about how individual partnerships work together to support enterprise priorities and create long-term value.

Concordia Partners was founded last year by senior executives who spent their careers building and managing partnerships, sponsorships, loyalty programs and brand collaborations inside major global organizations. Since launching the consultancy, the firm has worked across hospitality, sports, entertainment, financial services and membership organizations, helping clients identify opportunities to strengthen and expand the role partnerships play in their businesses.

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>
> *Joanna Todd*

The firm sees several trends creating new opportunities for organizations: partnership and sponsorship portfolios are becoming more diverse; loyalty programs are evolving into broader commercial ecosystems encompassing financial services, experiences and brand collaborations; and partnerships increasingly connect multiple areas of the enterprise, from revenue and customer acquisition to brand, content and loyalty.

“Partnerships can be an extraordinary growth lever, particularly when they are built around clear

business objectives and create meaningful value for both organizations," said Joanna Todd, Co-Founder and Principal, Concordia Partners. "The opportunity is to think about partnerships not simply as individual relationships, but as a portfolio -- and to be deliberate about how that portfolio can support the broader growth strategy."

That opportunity is particularly relevant as companies evaluate 2027 budgets, partnership renewals and growth priorities. Increasingly, the question is not simply which partnerships to pursue, but how organizations can maximize the collective value of the relationships and assets they already have while identifying the right opportunities for future growth.

"Strategic partnerships are increasingly being used to accelerate access to the customers, capabilities and markets companies need to grow," said Victoria Gottlieb, Co-Founder and Principal, Concordia Partners. "EY's 2026 research found that strategic partnerships are being used to gain faster access to customers, technology, talent, supply chains and new markets. That reinforces the opportunity for organizations to think more strategically about how partnerships can create value across the enterprise."

Concordia Partners works with organizations to evaluate and optimize existing partnership portfolios, identify growth opportunities, structure and negotiate partnerships, strengthen loyalty and sponsorship strategies, and build the governance and operating models required to manage partnerships at scale.

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The firm's principals bring senior operating experience spanning global hospitality, travel, financial services, sports, entertainment and premium brands, including leadership roles at Marriott International, American Express and other major brands.

About Concordia Partners
Concordia Partners is a woman-owned strategic advisory firm specializing in partnership strategy and architecture, including sponsorships and alliances, loyalty and co-brand ecosystems, and marketing strategy and activation. Founded by senior executives with experience building and managing partnerships inside global organizations, Concordia helps companies turn partnerships into measurable, scalable drivers of business growth. The firm is headquartered in the Washington, D.C. area and works with clients nationally.

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