



KOREVAL

Company Profile

Working at the core of value creation.

Ventures | Advisory | Lab

We work at the core of companies, ventures and strategic initiatives to unlock value, growth and execution.

Antony Strianese

CEO & Founder

KOREVAL is built on Antony's direct experience as a CEO / General Manager leading international businesses, transformation agendas and value creation platforms across beauty, luxury, food, consumer health and e-commerce.

WHY THIS MAKES KOREVAL CREDIBLE

- 25+ years in CEO / GM / President roles across global consumer businesses: beauty / luxury, food, consumer health, e-commerce and omnichannel platforms.
- Full P&L accountability across growth, margin expansion, transformation, organization and execution.
- Leadership experience across L'Oréal, Barilla, Coty / Wella / ghd and UPSA — from blue-chip multinationals to PE-backed and entrepreneurial contexts.
- Proven track record in brand building, international expansion, commercial excellence, digital acceleration and business model transformation.
- Direct understanding of PE value creation: performance improvement, portfolio focus, EBITDA expansion, operating model redesign and governance upgrade.
- CEO-level judgement on where companies lose time, money, focus and execution power — and how to unlock it.

Senior operator judgment applied to growth, value and execution.

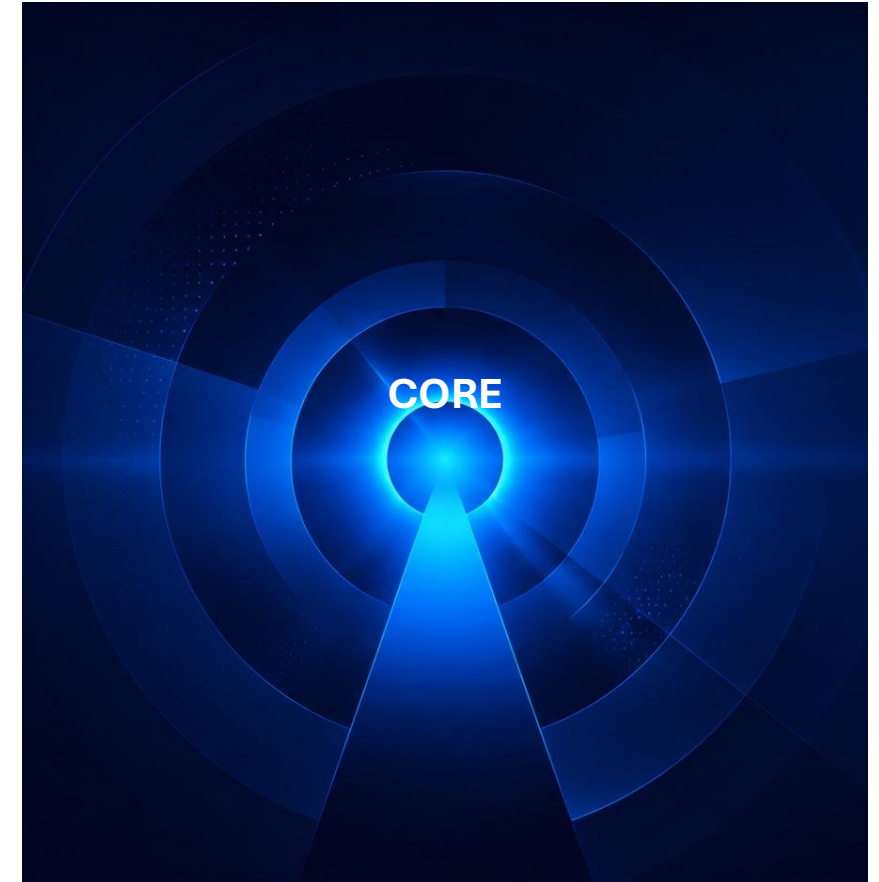


Value is rarely absent. It is blocked.

KOREVAL identifies the real constraints behind performance and turns strategic clarity into execution.

Companies often add initiatives, processes and tools before addressing the structural bottleneck underneath them.

Strategic noise	Too many priorities compete for the same resources.
Portfolio complexity	Brands, products, channels and projects drift without a clear value hierarchy.
Execution friction	Teams are busy, but ownership, rhythm and decisions are not aligned.
Technology without impact	AI and digital activity expand without a quantified operating constraint.



Our entry point is the place where growth, margin, focus and organization connect.

A senior strategic advisory and venture lab.

KOREVAL is built for leaders who need a sharper diagnosis, a clearer value agenda and a more executable path forward.

KORE

The core: the real point where value is created, lost or trapped.

VAL

Ventures, Advisory and Lab: three operating modes serving one value creation logic.

We find the key to the core.



KOREVAL

VENTURES | ADVISORY | LAB

One platform. Three ways to unlock value.

KOREVAL moves between building, advising and experimenting without losing strategic continuity.

V Ventures

New initiatives, investments, business building and entrepreneurial platforms.

A Advisory

Senior support to CEOs, founders, funds, boards and growth companies.

L Lab

Diagnosis, AI, process redesign, prototyping and acceleration sprints.

The architecture is modular. The ambition is single: sharper value creation and better execution.

We turn strategic ambiguity into a value agenda.

The work is not generic consulting. It is targeted intervention on the constraints that actually matter.

Find the real constraint

Root-cause diagnosis across market, portfolio, channel, margin, organization and execution.

Prioritize the value levers

A small number of decisions and initiatives with material economic or strategic impact.

Design the execution system

Roadmap, governance, rhythm, KPIs, ownership and decision cadence.

Create usable outputs

Investor narratives, board inputs, operating plans, GTM maps, process redesign and AI use cases.

From surface symptoms to core constraints. From insight to decisions. From decisions to execution.

Organization is often where value gets blocked.

Many companies do not have a strategy problem. They have an execution, structure or leadership problem.

What we look at

- Leadership quality and decision-making effectiveness
- Organizational structure, roles and responsibilities
- Cost layers, overlaps and inefficiencies
- Critical capabilities required for growth
- Governance and accountability model
- Key people: retain, upgrade, replace, recruit

What we deliver

- Clearer structure
- Faster decisions
- Lower organizational friction
- Better cost discipline
- Stronger leadership bench
- Right people in critical roles

KOREVAL treats leadership, structure and talent as core value creation levers — not as a generic HR topic.

Building new growth platforms.

For initiatives that need to move from idea to investable model, market access and execution.

Use when the value opportunity requires entrepreneurial construction, not only strategic analysis.

- Business building and startup shaping
- Strategic acquisitions and buy-and-build logic
- Partnerships, platforms and market entry routes
- Investment thesis, target map and partner narrative

Typical outputs

Thesis
Business model
Go-to-market
Partner map
Investor narrative
Execution roadmap

Senior guidance for strategic decisions and value creation.

For CEOs, founders, boards and funds that need an independent partner close to the business but free from internal bias.

- CEO advisory and strategic sparring
- Portfolio prioritization and value creation agenda
- PE support and portfolio company acceleration
- International growth and commercial model redesign
- Leadership, organization and people value creation
- Execution discipline, governance and rhythm

Organization & Leadership

We diagnose organizational constraints, reshape leadership structures, identify critical roles and help companies put the right people in the right seats.

Advisory role

Close enough to understand the business, detached enough to see the real issues.

Where diagnosis becomes experimentation.

The Lab connects AI, process redesign and business design to measurable operating constraints.

AI acceleration	Use cases anchored in productivity, growth, margin or decision speed.
Process redesign	Workflow simplification, automation logic and operating-model impact.
Prototyping	Rapid validation of concepts, service models, tools and customer propositions.
Sprint execution	Focused pilots with clear benefits, owners and next-step decisions.



Principle: technology is not the starting point. The operating constraint is.

Consumer-led value creation with international execution.

KOREVAL is particularly relevant where brand, channel, margin, organization and digital acceleration intersect.

Beauty / Luxury

Brand elevation, premium positioning, selective channels and international growth.

Food

Portfolio strategy, brand equity, market expansion and operating discipline.

Consumer Health

Regulated consumer dynamics, commercial model, ecommerce and country rollout.

Digital / AI / Ecommerce

DTC, marketplaces, process automation, CRM and use-case acceleration.

Core sectors: beauty / luxury → food → consumer health. Digital, AI and ecommerce work as cross-sector accelerators.

The edge is seniority applied to execution.

KOREVAL is not designed to add complexity. It is designed to make the business more legible, more focused and more effective.

CEO-level judgment

Direct experience with complex organizations, market decisions and P&L accountability.

PE-compatible thinking

Growth, margin, professionalization and value creation treated as one integrated agenda.

Bridge between strategy and operating reality

From portfolio and positioning to people, governance, channels and rhythm.

Independent senior view

Enough distance to challenge assumptions; enough business proximity to remain practical.

We do not sell a framework. We bring a senior way of seeing where value is blocked — and what must happen next.



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Contact us: info@koreval.com