



## **STAX INC. HIRES ANDY MACEY AS MANAGING DIRECTOR**

**BOSTON - APRIL 10, 2017** - [Stax Inc.](#), a global strategy consultancy, today announced the hiring of Andy Macey as a Managing Director in the firm's Boston office.

Andy brings decades of experience in consulting and operating roles to Stax, having worked in private equity-backed growth platforms, turnarounds, large corporate acquirers, and startups in a variety of leadership roles and situations, including cost reduction, operational excellence, M&A diligence and integration, e-commerce and digital, product development, and growth.

Andy joined Stax from CVS Health, where as VP Digital Innovation he and his team led partnerships, investments, and technology innovation to improve customer experiences, enable more personalized approaches to serious illnesses, and measure health outcomes. Prior to CVS Health, Andy was global SVP Digital for Luxottica, where he led major initiatives in M&A, e-commerce, omnichannel, and disruptive technologies in Israel, Europe, APAC and North America. Andy served for almost a decade in various leadership roles at SapienNitro as VP Strategy, where he and his teams worked with many retail, industrial, and consumer product leaders on digital strategy, innovation, and execution from pilot to rollout, and also led much of the development of Sapien digital strategy capabilities and methodology within the company.

“Andy brings a wealth of growth strategy and execution experience and will help us to extend our capabilities in working with companies to accelerate growth,” said [Mark Bremer](#), President of Stax.

Andy will direct corporate and private equity client engagements on strategy, operational and technology diligence, and growth opportunities across the retail, consumer, industrial, healthcare and technology industries. He will help clients understand potential value creation, options for implementation and bring resources to bear. Andy will also extend Stax’s service offerings in commercial due diligence by adding more capacity in understanding digital footprints, identifying target company’s current usage of sales and marketing technology, and creating value by improving these technologies.

### **About Stax Inc.**

Stax Inc. is a global strategy consultancy serving private equity firms and corporations across a broad range of industries. The firm partners with clients to provide data-driven, actionable insights to help clients drive growth, enhance profits, increase value, and make better investment decisions. Founded in 1994, Stax has offices in Boston, Chicago, New York, and Colombo, Sri Lanka. For more information, please visit [www.stax.com](http://www.stax.com).