

Julie Meehan

Principal, Deloitte Consulting LLP at Deloitte Services LLP

Atlanta, GA, US

Reduce costs and improve ROI at the same time? Get the best of both worlds with Deloitte LLP's expert on pricing & sales channel strategies

Is Pricing more art than science? Ask Julie Meehan, Principal in the Pricing and Profitability Management Practice of Deloitte Consulting LLP. She has over a decade of experience in consulting with a focus on strategy development and operational improvement including profit enhancement through pricing. Julie has led numerous projects helping clients develop pricing and sales channel strategies, improve price execution capabilities, redesign pricing processes in marketing/sales/finance and perform in-depth analytics to diagnose and remedy issues related to poor profitability. Having served as Chief of Staff for the Pricing and Profitability Management Practice of Deloitte Consulting LLP, Julie now leads Deloitte's Pricing Center of Excellence (COE). The Center focuses on tracking industry pricing trends, providing client pricing related knowledge, skills and experience and developing practitioner training and research. Julie frequently speaks on pricing at professional conferences and teaches at top U.S. MBA programs. Julie is also the lead author of Pricing and Profitability Management: A Practical Guide for Business Leaders. Julie received an International MBA from the University of South Carolina and Luigi Bocconi in Milan, Italy, and her undergraduate degree from the College of William and Mary in Williamsburg, VA.

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

Capital Markets, Logistics and Supply Chain, Market Research, Management Consulting, Information Technology and Services

Pricing Strategies, Pricing and Profit Enhancement, Sales Channel Strategies

Pricing and Profitability Management: A Lever Worth Pulling

Nothing impacts business performance like a focus on pricing. Acting as a lever, small pricing improvements can realize big bottom-line benefits. Yet fewer than 3 percent of businesses effectively manage, execute or communicate prices. A successful improvement initiative requires a holistic, cross-functional approach. In this discussion, Julie provides insights into how companies can increase profitability through an effective pricing strategy.

Unintended Consequences: Understanding and Managing the Pricing Ripple Effect

Anyone who's worked in pricing long enough knows that the price itself is only one small part of a much larger effort ? it just happens to be the most visible component. Companies that effectively manage price understand the ripple effect that a change in one component can have on the entire organization and overall business performance. Those companies make deliberate decisions and anticipate the consequences, thus setting themselves up for sustained growth.

Product Lifecycle Pricing & The Economic Downturn

Greater Washington PDMA Speaker Series

KEYNOTE SPEECH

PPS 22nd Annual Fall Pricing Workshop & Conference

College of William and Mary
BA

University of South Carolina and Luigi Bocconi (Milan, Italy)
International MBA

Recipient - Best Books 2011

Pricing and Profitability Management, a book Julie co-authored, was named the WINNER of the Business-Sales category and a finalist in the Business-Reference category of USA Book News' Best Books of 2011.

Author - Pricing and Profitability Management: A Practical Guide for Business Leaders

In the book Pricing and Profitability Management, the authors offer a practical guide to putting the principles of pricing and profitability management to work today. The book is full of strategic advice as well as practice insight to help your organization in its efforts to improve pricing management capabilities. It takes readers deep into the nooks and crannies of pricing, from data management and technology to tax, governance, pricing analytics and beyond.

Principal - Deloitte Consulting LLP

Deloitte LLP have professionals with a single focus: serving our clients and helping them solve their toughest problems. We work in four key business areas?audit, financial advisory, tax and consulting?but our real strength comes from combining the talents of those groups to address clients' needs. As the world's largest management consulting firm, we help organizations build value by uncovering insights that create new futures and doing the hard work to improve performance.

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