

PRODUCT MANAGEMENT • BUSINESS ANALYSIS • PROJECT MANAGEMENT

Services offered on **fractional** terms, meaning you can access experienced resources for important initiatives without the major capital spend of a full-time hire. Such fractional services also benefit organizations that cannot (or aren't ready to) hire full-time resources to fill those roles.



PRODUCT MANAGEMENT

Product strategy and roadmap development is our cornerstone service. As your Product Manager, we define product vision, create strategic roadmaps aligned with business goals, and prioritize features based on customer value and business impact. We bring clarity to what to build and why.

Market research and competitive analysis helps companies understand their position and opportunities. We conduct customer interviews, analyze competitors, identify market trends, and validate product-market fit. This prevents companies from building products nobody wants.

Feature prioritization and backlog management ensures teams work on the highest-value items. Riverton uses frameworks like RICE, value vs. effort matrices, and other methods to make data-driven decisions about what gets built when, preventing feature bloat and scope creep.

Incorporation of AI capabilities allows your team to extend AI functionality to your customers and users by implementing AI tools and MCP connectors as needed, providing seamless customer experience for those who have embraced AI efficiencies.

Product discovery and validation minimizes risks to new initiatives. We run experiments, create MVPs, gather user feedback, and validate assumptions before you commit significant development resources. This saves companies like yours from expensive mistakes.

Stakeholder management and alignment keeps everyone on the same page. Riverton facilitates product reviews, communicates vision to leadership, manages customer expectations, and ensures sales, marketing, engineering, and executives are aligned on product direction.

Go-to-market planning and launch strategy bridges product development with commercial success. We define target customers, positioning, pricing strategy, launch timing, and coordinate with your marketing and sales teams to ensure successful product releases.

Product metrics and analytics setup establishes how success is measured. Riverton defines KPIs, recommends tracking tools, analyzes user behavior, and designs dashboards that inform product decisions with data rather than opinions.

Team coaching and process implementation builds product management capability within your organization. Riverton mentors junior PMs, establishes product rituals and frameworks, and creates repeatable processes for how product decisions get made.

WHERE TO START...

If you are interested in any of Riverton's services for your company, contact us directly or visit www.rivertonstrategy.com.

Our Engagement Process



PROJECT MANAGEMENT

Project planning and execution is the fundamental service. A fractional PM establishes clear timelines, milestones, budgets, and success criteria for initiatives. They create detailed project plans, coordinate resources, and drive projects to completion on time and within budget.

Stakeholder management and communication ensures everyone stays aligned. They run status meetings, manage expectations, escalate issues appropriately, and keep executives, team members, and external partners informed. This prevents the miscommunication that often derails projects.

Risk identification and mitigation helps avoid costly surprises. A fractional PM proactively identifies what could go wrong, develops contingency plans, and addresses issues before they become crises. Their experience across multiple companies means they've often seen similar problems before.

Resource coordination and team leadership keeps cross-functional teams working effectively together. They don't necessarily manage people directly, but they coordinate efforts across departments, remove blockers, and ensure everyone knows their responsibilities and deadlines.

Process implementation and improvement brings structure to organizations that lack formal project management practices. They can introduce methodologies (Agile, Waterfall, hybrid), create templates and workflows, and mentor internal staff on PM best practices.

Change management support helps organizations successfully adopt new systems, processes, or strategies. They create communication plans, manage resistance, and ensure transitions are as smooth as possible.

Portfolio management for companies juggling multiple initiatives allows a fractional PM to help prioritize projects, allocate resources effectively, and ensure efforts align with strategic goals.

BUSINESS ANALYSIS

Process improvement and optimization can assess current workflows, identify bottlenecks and inefficiencies, and recommend changes that reduce costs or improve output. This is especially valuable for growing companies where processes that worked at smaller scale are breaking down.

Requirements gathering and documentation for new systems, software implementations, or process changes is another key service. Riverton bridges the gap between what leadership wants and what technical teams need to build, ensuring projects don't go off track due to misunderstood requirements.

Data analysis and reporting helps companies make better decisions. Our fractional business analysis service can design dashboards, analyze trends, identify opportunities or problems in the data, and translate complex findings into actionable insights for leadership.

Project support and facilitation is valuable when companies are undertaking initiatives but lack internal business analysis resources. We can manage stakeholder interviews, facilitate workshops, create project documentation, and keep initiatives moving forward.

The real advantage of the fractional model is flexibility. You have access to senior-level expertise at a fraction of the cost of a full-time hire, can scale up or down as needed, and benefit from the resource's cross-industry experience.

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