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Brian Junyor

has successfully completed the Specialization

Pricing Strategy Optimization

In this Specialization - co-created by Darden faculty and Boston Consulting Group's global pricing experts - you built your business knowledge of and ability to apply a broad range of pricing techniques. Using BCG's proprietary and time-tested three "lenses" - economics, customer value, and competition - you learned to integrate these frameworks to maximize profitability throughout a product's lifecycle.

A handwritten signature in black ink, appearing to read "Jean-Manuel Izaret".

Jean-Manuel Izaret,
Ph.D
Senior Partner and
Managing Director
Leader of BCG's Global
Pricing Practice

Thomas Kohler, Ph.D
Associate Director
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Ronald T. Wilcox
Darden NewMarket
Corporation Professor
of Business
Administration
Senior Associate Dean
for Degree Programs

**Cost and Economics in
Pricing Strategy**

**Customer Value in Pricing
Strategy**

**Market and Competition in
Pricing Strategy**

Pricing Strategy in Practice