



Approach:

Investor and family scion, Tom Piggott asked Girvin to invent a business for him to be in, online, as a strategy to diversify his family holdings from the trucking and aerospace industry.



Result:

Girvin explored, researched and ideated the conception of Soma, an online pharmacy, that beat, to market, Drugstore.com, by a number of months. Girvin was responsible for the entire strategy, ranging from site, to name, to visualizations. The Piggott enterprise was sold to CVS / Pharmacy, for \$70 million after 2 years.

