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Business Strategist – Freelance/Contract

[SRG](#) is an advertising agency and brand consultancy nationally recognized for our ability to create and grow brands. Our interconnected model enables us to impact our clients' businesses in a profound way, touching every aspect of the brand lifecycle. We are a 100-person, privately held company headquartered in Boulder, Colorado. We are proudly majority women owned and led, and we have been named a "Best Place to Work" by *Outside Magazine* and *AdAge*.

SRG is adding to our comprehensive bench of freelance, on-demand talent with strategists experienced in leading management consulting, business strategy and growth projects.

Successful candidates will work as project leaders within our dynamic innovation consulting team to drive growth-oriented solutions that give our clients a competitive edge.

SRG's freelance contractor model is an instrumental part of our on-demand work force and has been successfully in place for over fifteen years, employing a range of experts and consultants including chefs, designers, copywriters, strategists and more. As extended SRG team members, freelance contractors are trained in SRG proprietary tools and frameworks, given direct access to project teams, provided necessary infrastructure and support, and are expected to work directly with clients to deliver outstanding experiences and engagements.

We are currently conducting informational interviews for candidates who wish to be considered for future projects. Engagements vary, and contractors may be utilized for short periods (1-3 weeks) on concentrated tasks or the duration of a project (10-12 weeks). Estimated hours and responsibilities are scoped in detail at the beginning of the assignment and can vary from 10-30 hours per week and tend to vary week to week with the workload.

Responsibilities:

The primary responsibility of a strategist is to serve as the lead on a project, designing the client experience and driving strategic development of work and deliverables. Specific project responsibilities include overseeing the planning and execution of strategic analysis, driving collaboration to harness the diversity and engagement of a cross-functional team, and leading the preparation and presentation of work that results in meaningful growth for our clients. You will provide intellectual leadership for the team and ensure that the project is delivered on time and within budget.

Typical assignments include growth frameworks, portfolio opportunity assessments, portfolio and brand architecture, competitor and category analysis, emerging trends analysis, consumer segmentation, and mergers and acquisition diligence. Most work involves the identification of market and product opportunities that leverage client brand equities and operational

competencies. While a large portion of our work is in the branded consumer world, we also have a substantial business-to-business practice.

To be successful, you must have a blend of strong business acumen and creative problem-solving skills, with the proven ability to think both strategically and analytically. You will manage clients and deliver work in a way that results in re-hire. You should be a skilled facilitator and develop a thorough understanding of SRG processes to use as a foundation to drive deliverables. In the process, you will mentor and coach consultants, associate consultants, and analysts in their roles and responsibilities on client teams.

Requirements:

- A bachelor's degree is essential, and an M.B.A highly desirable
- A minimum six years of experience in strategy role, at established management/business consulting firm and/or working for a large company in strategy role
- Experience developing and implementing business strategies involving quantitative analysis, opportunity framework development and articulation of strategic roadmaps
- Strong quantitative skills with proven expertise in leading prize/size analysis, new market opportunities, prioritizing merger/acquisition targets
- Experience developing strategies with creative but supportable assumptions
- Ability to bring data and insights to life with both strategic implications and compelling storytelling to influence senior managers and the business
- Ability to present, influence and persuade C-suite executives
- Industry experience in consumer-packaged goods and/or food and beverage a plus
- Agile and flexible approach critical to designing creative solutions
- Comfortable operating and leading in ambiguity
- Excellent written, verbal, and analytical communication skills
- Experience in Excel working with market/sales data, forecasting, P&L analysis
- High proficiency in PowerPoint to tell a compelling, succinct story
- Potential travel may be necessary, depending on the project, when safe to do so

If you have this background and experience and might be interested in being part of our freelance network, **please send us your resume, LinkedIn profile, or website link** to help us understand your experience and capabilities. **Inquiries can be sent to Heather Ottem, HR Director, at hottem@srg.com.**

As project opportunities become available that might be a fit, we will reach out to explore your interest and availability. We may ask to have a few conversations prior to discussing specific projects, to better understand your areas of expertise, any potential conflicts of interest, and to review example work samples. For more information about SRG, please visit our website at www.srg.com.