



Who is Foresight Strategy?

Today's Business Landscape Is More Complex and Turbulent Than Ever



Changing consumer behavior and market dynamics



Data overload, AI enhancements, first party data, privacy issues

That's Where We Come In



Insights &
Analytics



4
FORESIGHT
STRATEGY



Strategic
Consulting



Our job is to provide the **clarity and confidence** you need to make the right decisions

and the **evidence** you need to get your organization fully aligned.

'I always tell the team that strategy is all about making choices, and the approach you used is brutally sharp and fact-driven.'

Fortune 100 CPG Company, VP Strategy

Why Us?

Full-service marketing, strategy & analytics firm

- “They are more than an agency; they are our strategic partner...”
- “The approach was brutally fact-based...”
- “...Clear actionable insights that led to real improvements.”
- “..Secret weapon that embedded into our team.”
- “...Helped build credibility internally.”

>1k *Fortune 500 Engagements*

95% *Client repeat rate*

90% *Confirmed increase of value*



Powerful results across categories and industries



ACUVUE[®]
BRAND CONTACT LENSES



Kellogg's
Special *K*

Chobani



HUGGIES

Poise[®]

ebay

Coca-Cola

Johnson & Johnson
Vision Care
A DIVISION OF Johnson & Johnson, INC.



FERRERO

Advent Health



RAGÚ

Fisher



GLACÉAU
vitaminwater.

COURVOISIER.
Le Cordon de Napoléon.

Stella & Chewy's[®]



glade[®]

Kleenex



POWERADE

helpsystems



Booking.com



openarms

Our Focus Areas



Consumer Growth Strategy



Commercial Excellence & Innovation



Sponsorships & Corporate Partnerships



Consumer Growth Strategy

We help you enhance consumer-centric marketing strategy and decision-making by ensuring all programs and commercial activations are driven by a clear understanding of consumer dynamics.

What's driven my brand's performance?

- Consumer flows
- Volume sources
- Shopper dynamics

What are the consumer opportunities, risks, and key growth pathways?

- Consumer behaviors
- Demographics

How can we unlock those key growth pathways?

- Drivers and barriers
- Occasions
- Affordability, availability, and affinity



Consumer Growth Strategy

“

Foresight has revolutionized our marketing organization. Their unique approach ... fundamentally reshaped our consumer growth strategy



Coca-Cola

“Collaborating with Foresight has revolutionized our marketing organization. Their unique approach, centered on consumer stocks and flows, has fundamentally reshaped our consumer growth strategy. As our trusted partners for over a decade, they consistently deliver value and keep us ahead of the competition. Their aptitude for simplifying complexity and turning insight into actionable strategies is unparalleled.”

Global Sr Director, Marketing Performance



Commercial Excellence & Innovation

What are the key commercial drivers (e.g., category, innovation, distribution, velocity, pricing) of your business performance? What's their role in your growth strategy?

How do I identify the role of each channel and build the right selling story for my customers?

What's the right assortment architecture for each channel to reach the right shoppers, in the right pack, and at the right price?

How can we simplify assortment while balancing cost, complexity, and minimizing cannibalization?



Commercial Excellence & Innovation

“

The team was able to create a crystal-clear strategy for a very complex category



“The impressive analytical capability, proprietary tools and customer-oriented approach from Foresight Strategy allowed us to RGM expertise to a different level and unlocked both short term and long-term opportunities. The team was able to create a crystal-clear strategy for a very complex category and prioritization that goes far beyond routine work.”

Global Senior Manager



Sponsorships & Corporate Partnerships

Should I invest in sponsorships?
How do I know if it's the right choice for my brand?

What types of sponsorships make the most sense for my brand and how should I allocate my investments?

What is the incrementality of new deals? How do I optimize my sponsorship portfolio?

How do I make sure I'm signing the right deals at the right price?

How do I measure the results of my sponsorship efforts?



Sponsorships & Corporate Partnerships

“

They've created a dramatic shift in our ability to make data-driven decisions

The Coca-Cola logo, featuring the brand name in its signature red script font, is centered within a white rounded rectangular box.

“Foresight approaches and frameworks have created a dramatic shift in our ability to make data-driven decisions about sponsorship strategy and have enabled us to build organizational alignment around even our most large & complex sponsorship initiatives.”

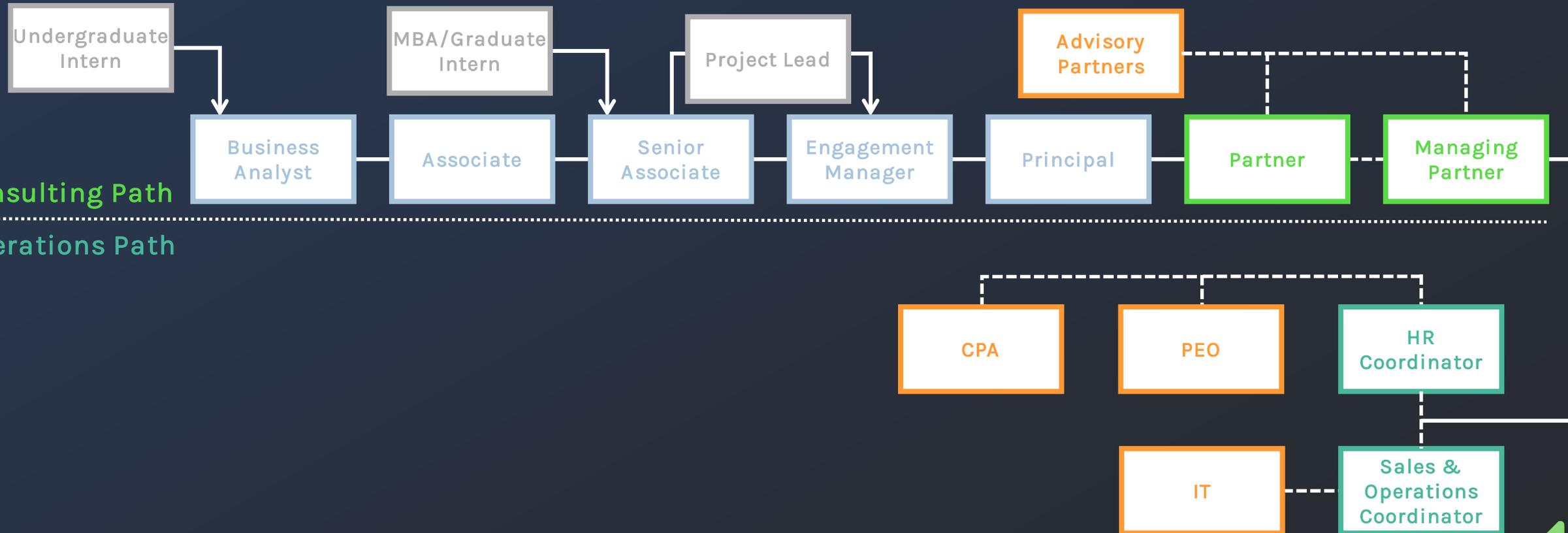
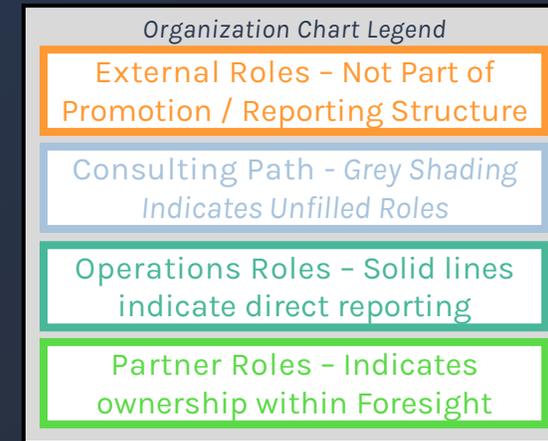
Global Director of Asset Strategy



WORKING AT FORESIGHT

FORESIGHT ORG CHART

- Dotted lines indicate communication relationships that are not tied to promotion pathways
- External Roles are not part of promotion / reporting structure
- Consulting Pathway indicates promotion structure, but does not necessarily indicate direct reporting structure



FORESIGHT ROLES & RESPONSIBILITIES

- Shows key responsibilities for each role on the consulting path at Foresight
- Indicates the level of responsibility needed for each task within each role

Level of Responsibility for Each Role

High Level Responsibility

Medium Level Responsibility

Low Level Responsibility

		Business Analyst	Associate	Senior Associate	Engagement Manager	Principal	Partner	Managing Partner
Roles & Responsibilities	Internal Data Management	H	M	L				
	Data Analysis	H	H	M	L	L		
	Analysis Design	L	M	H	M	L		
	Presentation/Calls	L	M	H	H	M	L	
	Proposal Writing		L	M	H	M	L	
	Managing Project Team & Timelines			M	H	M	L	
	Existing Client Engagement			L	M	H	M	M
	Employee Feedback			L	M	H	M	L
	Interview & Hiring Non-Managerial Roles			L	M	H	M	L
	Resourcing & Company Wide Workflow				M	H	M	M
	Area of Expertise in an Area Critical to Company Performance				L	M	H	L
	Fully Leads & Manages Entire Part/Area of Business				L	M	H	M
	Decisions on Company Strategy				L	M	H	H
	Business Development				L	M	H	H
	Personell Decisions & Management Hiring					L	H	H
	Financial Stake in Company Performance						H	H
	Manager Feedback & Development						H	H
	Internal Operations						M	H
Financial Decisions / P&L Responsibilities						M	H	
EXPECTED Years in Role		1-2	2-3	3-4	Not Specified	Not Specified	Not Specified	Not Specified



Foresight Employee Benefits

At Foresight, we believe in taking care of our people. Our benefits are designed to support your well-being and help you thrive—at work and beyond. Explore what makes Foresight a great place to grow.



Generous Time Off

Ample PTO, paid holidays, and parental leave so you can recharge when you need to. You can expect to see about 33 paid days off a year!



Health Coverage That Works

We offer quality health insurance plans to help you take care of yourself and your loved ones—physically, mentally, and financially.



Bonus & Profit Sharing

When the company does well, so do you. We offer target bonus ranges and profit-sharing (eligible after one year of employment) that gives you a stake in the success you build every day.



A Culture That Connects

From catered lunches and casual happy hours to shorter Fridays in the summer, we make time for fun, connection, and balance.



Home Office Setup

Whether you're in the office or working from home, we've got you covered. We provide the equipment you need—like a computer, monitor, keyboard, etc.—to do your best work comfortably.



Dynamic Compensation

As a growing company, our salary structures evolve frequently to stay competitive. We want to consistently make sure we are up to industry standard. Reach out for the most current details!





Have questions?

Reach out at career@foresightstrategy.com