



**C O N S U L T I N G**

Projects. Interim. Experts.

A G I L E

Pi Consulting specializes in placing leading consumer goods professionals (marketing, sales, finance and accounting, supply chain and HR) on project-based or interim contracts. Such provision allows our clients to benefit from targeted, short-term and - often - strategic support at critical points on their brand-build journey. We pride ourselves on delivering such a service carefully, efficiently and with a real focus on capability development (such that benefit continues to accrue long after our consultants depart). Consulting talent provides a unique opportunity to infuse your organization with expertise that can be engaged quickly, efficiently and without long-lasting obligation.



## O V E R V I E W

A talent gap hinders an organization but such a vacancy can be quickly turned into a business and brand building opportunity. Pi Consulting works to understand your needs and provide a consumer goods professional with the experience and skills to match your brief. Our expertise lies in the provision of middle management to senior roles with assignments varying in length from a couple of weeks to many months.

All of our consulting professionals possess a keen sense of task urgency and understand that, in fast-moving economic times, businesses must adapt quickly to the global market place. As a function of this rich and diverse experience base, the positive impact of a Pi consultant will be near immediate.

Great consumer goods consulting executives are rare. It takes a special attitude and aptitude to fearlessly jump into an unfamiliar business environment: to take charge of leading a team in the fulfilment of its objectives. Even great leaders in full-time positions don't always find success when stepping into a temporary or project role. Since such uncommon talent is in such high demand, it's difficult to find a proven candidate without an expert partner. We've spent years building a portfolio of the best marketing, sales, finance and accounting, supply chain and human resource executives in the marketplace in order to make this team available to you, your organization and your brands.

F L T E X B L E  
F L E X I B L E



## V I S I O N

# I N N O V A T I V E

Our vision is to become the most reputable provider of consumer goods consultants driven by our deep understanding of market requirements, our innovative approach to selecting and engaging such consultant leaders and our keen focus on our clients' business outcomes. Members of our consulting practice have proven track records in leading cross-functional consumer goods teams, often on a global stage, in both permanent and project-based positions. The breadth and expertise of our consultant pool means that we stand ready to support your unique aims regardless of how idiosyncratic those needs may be.



# THE CONSULTING ADVANTAGE

Our consultants are experienced professionals with an impressive track record of team leadership in complex operating environments. They are:



### TIMELY

Available when you need them



### FOCUSED

Their sole responsibility is your project.



### CHANGE AGENT

Experienced in leading teams and organizations through change.



### ACCOUNTABLE

Fully accountable for the project timeline, budget and planned outcomes.



### FLEXIBLE

Temporary team members leave when the project ends or the permanent position is filled.



### QUICK LEARNERS

Proven at absorbing issues and cultures quickly in order to make immediate contribution.



### UNENCUMBERED

Not concerned about internal politics.



### COST EFFICIENT

Compensation free of benefits - lower rate than management consultants.

# NIMBLE



## WORKING WITH US

# PARTNER PARTNER

Every client situation is uniquely different. As such, before we can ascertain the optimal consulting provision (grade, previous experience, technical proficiencies, working style etc) it is critical to, firstly, immerse ourselves in understanding your current situation and future objectives. A Pi Consulting engagement will start with an onsite visit to meet you and discuss your brief: to ensure it is intimately understood. Only then will we propose consultants for the task along with a proposed method statement for outcome-focused briefs. For the duration of the engagement, you will have access to an engagement principal - always on hand to talk through any issues and challenges as they present themselves. Occasionally our provided resources don't quite "click" into place but, even in these rare instances, proactive account management can quickly remedy.

Another unique feature of working with Pi Consulting is that we ask all clients to specify key (measurable) targets against which our effectiveness will be measured. Of note, we place a real emphasis on 'capability improvement' in this regard (i.e. leaving the "touched" aspect of your organisation permanently enhanced - resulting in a reduced dependency on future external support). At the end of the engagement, a senior Pi member (independent of the delivery team) will catch up with you to capture your assessment of success against these measures - as part of our continuous quality assurance process.



## CASE STUDY MARKETING

**SITUATION** - Start up consumer brand organization required the expertise of a senior marketing leader but was not ready to hire the talent permanently. This maker of beauty and personal care products had validated the consumer white space opportunity and proven success in market in its initial small scale launch but required the leadership of a packaged goods pro to take it to the next chapter of growth.

**TASK** - Infuse the organization with brand building and development expertise during its rapid growth phase.

**ACTION** - The Pi Consulting team mined our database of brand marketing experts to find the consultants with not only the technical skills but also optimal behavioral profile to thrive and create growth in this start up environment. All Pi Consultants have taken behavioral assessments that guide the development of our candidate short lists. The consultant hired provided the business with grounding in brand building basics including a cross functional brand planning process, formalization of an interagency team, monthly reporting reviews and a new product innovation funnel review.

**RESULTS** - Expert consultant guided the organization through the growth phase critical season of the company's growth handing the mantle over to a permanent chief marketing leader.company's growth.

STUDY CASE STUDY



## CASE STUDY FINANCE

# STUDY

## CASE STUDY

**SITUATION** - National luxury client sought a Director of Finance to fill a void in staffing during a critical business planning period. This consumer brand leader required both luxury category experience as well as a rich grounding in financial analysis and reporting as well as brand finance.

**TASK** - Manage day to day financial management needs of luxury brand while contributing to annual business planning process.

**ACTION** - Leveraging both traditional and digital media tools, the Pi Consulting finance network was activated to create an available talent short list. Given prior work experience, the consultant chosen hit the ground running and assimilated quickly into the cross functional brand team's daily tasks as well as their work building the brand's annual plan.

**RESULTS** - This finance expert was able to fill the gap in staffing with ease and expertise, bringing outside in thinking to bear on the business and allowing the talent acquisition team time to identify the ideal permanent hire.



## CASE STUDY HUMAN RESOURCES

**SITUATION** - Global personal care product client sought a new Vice President of Human Resources and required an interim leader during the search who would be responsible for running the day to day operations of the company as well as lead the search for the new permanent Vice President of HR. This company was headquartered in Europe so the ability to work with a global home office was required as well.

**TASK** - Assume the reins leading the internal HR function including responsibility for Talent Management and Development, Compensation and Benefits, Organizational Design and Development and Talent Acquisition including leading the search for the new VP of HR.

**ACTION** - Pi Consulting tapped its rich network of consumer brand human resource leaders with diverse function experience and extensive change management insight to craft a short list. Given past experience leading a global food and beverage company's HR function, the expert consultant hired identified critical objectives with Senior Leadership during this period of intense change and sought to deliver on the day to day needs of the business while also making organizational recommendations to structure and process that would drive efficiencies.

**RESULTS** - The interim HR leader successfully fulfilled both the day to day organizational duties including annual benefits enrollment, as well as leading the permanent search process to find the next HR leader. The project concluded with an extensive hand off period between the consultant and the incoming VP.

STUDY CASE STUDY



## TESTIMONIALS

Pi Consulting is the rapid delivery of experienced 'hands on' marketing executives for a defined period of time to deliver outcomes, implement change, fill unexpected gaps, restructure the organization, turn around under-performing projects or divisions or deliver a critical project.

### - PERSONAL CARE CLIENT

Today talent is as diverse as our marketplace. We have enabled our team to create incremental brand growth through hiring consumer goods consulting experts to tackle specific assignments that otherwise staff would not have had the bandwidth to pursue. As a result of this move supported by Pi Consulting, we have not only infused our short term results with growth but also created longer term value.

### - WINE & SPIRITS CLIENT



## CORE VALUES

### NEVER SETTLE

We seek always to meet our clients' requirements or die trying. We seek to provide service excellence but have the humility to know we will never quite get there. There is always something to improve, always something new to learn.

### 20/20

In everything we do, we aim for transparent integrity. We do what we say and we say what we think. This dictates how we work with our clients and how our team is involved in all aspects of our company's development.

### HAPPY DAYS

We seek to take our profession very seriously but not ourselves. Life is too short not to have some fun on route. Delivery comes first. A close second is maintaining a smile and perspective in all that we do.

### DARE + SHARE

We have got where we are as a result of collaborative entrepreneurship. We know our future success will require perpetual innovation and audacity. Together anything is possible. We love working with clients and brands that share this value.

### LOOK UP

Probably our most oft-pronounced value. It talks to the bigger picture. Wellness, kindness and respect for the wider Pi family and the community in which we live. When we look after each other, everyone wins. Look up.

The **Pi** GROUP

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