

# Consultant Background

## George Crocker

### *Growth Strategies for Food, Beverage, and Consumer Products companies*

Leveraging:

Expert Interview-driven insights

#### Services include:

- Growth strategy
- Market opportunity assessment
- Industry benchmarking
- Voice of the Customer research
- Voice of the Competitor research
- M&A Due Diligence support
- Market Segmentation
- Path to Purchase/ Customer Journey
- Activation Strategy and ROI
- Economic Modeling
- Channel Strategy & Pricing Architecture
- Scenario Planning
- Strategy Facilitation



**George Crocker** is an Independent Strategy Consultant, and founder of boutique consulting firm **Brickyard Associates, LLC.**

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George Crocker was trained as a strategy consultant at Monitor Group, where he worked with food, beverage and consumer products companies for nine years, and was a leader in the firm's marketing and sales strategy practice. He was based in Hong Kong.

He subsequently served as the CEO of a diversified packaged food and beverage company in Australia and New Zealand which he grew to \$400M, and where he drove improved profitability through operational efficiencies. He now serves as the General Manager of a private SME with three brands in the consumer space, based in Boston.

George has served as a Director on the boards of 7 privately held companies, and currently serves as a Trustee of the Massachusetts Charitable Society. He holds a BA from Amherst College and an MBA from the University of California, Berkeley, and speaks French and Mandarin.

His approach combines rigor and practicality to create action and drive growth.