

Pitching a Project with a Senior Advisor

Partnering with an Expert to Pitch and Execute New Business

CHALLENGE

A project team from a consulting firm was bidding for a project in the citrus oils space in Brazil. They were pitching a project to evaluate the client's opportunities and risks of expanding further into the value chain. They needed a subject-matter expert in citrus flavors and fragrances to bolster their project team.

THE GLG APPROACH

GLG sourced the former VP of global strategic development at an international fragrance company to partner with them as a senior advisor. The expert agreed to include their bio in the team's pitch, and the firm won the project.

Once the project was awarded, the expert continued to advise, helping the client better understand the dynamics of the market, the main players, CAPEX and cost drivers, and tech and skill requirements.

OUTCOME

The expert partnered with the client for more than 30 hours during the three-month project. Drawing from the expert's experience, the project team applied the insight they gained to validate their findings and provide high-quality recommendations to their client.

FEATURED PRODUCTS



GLG Placements

[Learn more](#)

GLG sourced a fragrance expert as a senior advisor for a consulting client. The expert helped them win a pitch and execute on the project over three months.

Why GLG?

Best-in-class Panels

One senior advisor, more than 30 hours of work over three months.

Advisor Engagements

The client team partnered with a Network Member who served as a senior advisor offering in-depth support throughout the project.

Extension of the Team

The senior advisor functioned as an extension of the client's team to provide feedback on their work, join meetings, review documents, and serve as a point of validation based on their expertise.

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision

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