

SYMPHONY CONSULTING



A Career at Symphony Consulting

Aim high—we'll power your journey

Symphony Consulting is a fast-growing
management consultancy within SymphonyIRI Group.

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SymphonyIRI Group

www.SymphonyIRI.com/SymphonyConsulting

Who we are

Symphony Consulting is a fast-growing management consultancy within SymphonyIRI Group. Our innovative thinking, grounded in advanced analytics, has allowed us to become a trusted advisor to senior management at some of the world's largest and most successful consumer packaged goods and retail companies. Our leadership team comes from top-tier management consulting firms and brings deep experience and knowledge to the practice.

What we do

Symphony consulting works with clients in consumer packaged goods and retail to foster their sustained, profitable growth. We combine our expertise in marketing, sales, and strategy with SymphonyIRI's granular and proprietary data, technology assets, and advanced analytics, to develop practical insights and recommendations. Our work spans a diverse group of client companies, from iconic brands to high-growth startups.



“Working at Symphony Consulting has exposed me to many challenging issues in a short period of time. That diversity of experience is unique. I can always depend on more experienced team members to support my efforts and provide valuable advice. So with all the great new projects and supportive culture, I’m always learning.”

CARA - ASSOCIATE, NEW JERSEY OFFICE; UNIVERSITY OF CHICAGO, MBA MARKETING



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“Symphony Consulting is a unique experience. Not only do I work on challenging projects across a strong CPG client base, but I also enjoy being part of an entrepreneurial, growing and fun business. On top of that, I get access to the company’s best-in-class consumer data. Overall, Symphony is a great fit for me.”

SHOAA - JUNIOR ASSOCIATE, CHICAGO OFFICE; UNIVERSITY OF ILLINOIS, ECONOMICS

Our practice areas

- **Growth and innovation:** We find innovative ways to expand companies' product lines or brands, by identifying attractive opportunities adjacent to existing markets.
- **Strategic insight and foresight:** We identify potential new revenue streams for short- and long-term growth, as well as the key factors and tradeoffs that will guide business decisions.
- **Customer-specific growth:** We identify opportunities for growth with an eye to benefiting both the manufacturer and the retailer, helping them to develop specific consumer and retail channel strategies.
- **Strategic pricing and promotion:** We rationalize pricing and promotion strategies to allow companies to improve their competitive position.
- **Thought leadership:** We provide senior executives with a customer-centric perspective on emerging topics relevant to the consumer packaged goods and retail sectors.

Sample client engagements

- For a national frozen-foods company, we designed a strategy that led to **higher market share and new growth options**, in the face of intense competition.
- We tailored a **national strategy and identified expansion** opportunities for the brands of a snack foods company.
- We helped a leading food manufacturer **identify new markets** for expansion and become more relevant to consumers' priorities.
- We guided a leading food manufacturer in realigning its portfolio of brands to **better target and serve consumers** who regularly shop in many different stores.
- For a large consumer packaged goods manufacturer, we guided **higher investment in marketing to retailers**, and reallocated spending to retail accounts that would most effectively drive growth.
- We led a pricing, promotion, and product assortment strategy for a leading snacks manufacturer, in order to **optimize both profits and revenue growth**.

Why Symphony Consulting is right for you

Passionate for what we do. We are passionate about tackling tough challenges and creating breakthrough strategies.

Entrepreneurial bent. We believe that our success hinges on our consultants' ability to foster innovation, embrace change, and keep pace with a fast-moving environment. In contrast to the rigid procedures at many large consultancies, we expect individual consultants to devise the best way to address a particular challenge.

Our work. We help clients move from issue to solution, with the ultimate goal of making them more valuable. Unlike other consultancies that simply recommend a strategy, we work with clients to transform their organization.

Our people. Our leaders serve as capable teachers who transfer insights and knowledge while themselves learning from each experience. And our associates help build the practice through recruiting, training, and developing people.

Your development. We're committed to helping you build the right skills to meet your career goals. Our workplace is a highly collaborative, supportive environment.

Your future. Your project experiences, training, and support networks at SymphonyIRI Group will improve your skills and prepare you for the next phase in your career or for pursuit of an advanced degree.

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“The best part of my current project is the diversity of roles I play – leading work streams, tracking project progress, and learning multiple components of the project. Simultaneously, I have had the chance to support internal efforts to power our group’s future.”

JASON - JUNIOR ASSOCIATE, CHICAGO OFFICE; NORTHWESTERN UNIVERSITY, ECONOMICS



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Career Path at Symphony Consulting



An unparalleled opportunity to build your skills

We put great emphasis on enriching your skills through custom training as well as challenging projects. We also recognize and reward strong performance – and that includes demonstrably refining your skills and knowledge.

As a new Junior Associate, you can expect to build several skills that will be valuable throughout your career:

- Robust analytics
- Business acumen
- Effective leadership
- Relationship development
- Structured problem solving
- Execution excellence
- Effective communication
- Entrepreneurial behavior

What we look for in candidates

At Symphony, we seek out accomplished, well-rounded people with diverse backgrounds and experiences. Here are some traits that we want to see in our candidates:

Problem-solving abilities: We expect strong intellectual capabilities with a practical sense of how to structure and solve challenging issues.

Analytical skills: We work extensively with data and models that require analytical acumen. Digging deep into the numbers and handling complex calculations is central to our work.

Resolve under pressure: Our teams often must deliver results in tight timeframes. Each member of the team needs great energy, a sharp focus, and the ability to collaborate efficiently.

Entrepreneurial mindset: New challenges often require unusual solutions. You should be willing to step out of your comfort zone and take calculated risks.

Adaptability and a collaborative spirit: Our junior associates work closely with a diverse group of colleagues and clients. This requires strong communication and negotiating skills, especially to resolve conflicting points of view and instill trust in each other.

Leadership skills: Taking personal initiative and bringing people together in the service of positive change are essential characteristics of leaders at any level.

Above all, we look for people that are able and willing to have fun while delivering outstanding results.

Beyond the basics

SymphonyIRI Group is committed to providing a competitive compensation and benefits package including healthcare, 401(k), life insurance and disability. Additionally, a unique blend of programs is available to enhance work/life balance such as:

- **Employee Referral Program**
- **Casual Work Environment**
- **Flexible Spending Accounts**
- **Employee Assistance Program**
- **Pre-tax Commuter Benefits**
- **Volunteer Paid Time Off Day**
- **Employee Discount Programs**
- **Educational Assistance**
- **Financial Assistance for Adoption**
- **Back Up Child Care (Chicago)**
- **529 College Savings Programs**

Careers

If you are interested in joining SymphonyIRI Group's global network of talented professionals, please visit our website at www.SymphonyIRI.com for a listing of career opportunities world-wide.

SymphonyIRI Group is an Equal Employment Opportunity Employer and does not discriminate against employees or job applicants on the basis of race, religion, gender, national origin, age, sexual orientation, disability, veteran or family status, or any other status or condition protected by applicable laws. Implicit in this policy is SymphonyIRI Group's commitment to maintain a workplace that is safe, and free from unlawful harassment.

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"I can't think of another position with such a hands-on introduction to business. I've had the opportunity to personally help clients solve their biggest problems. My experience has been broad and enriching; I am continuously advancing in my career"

ZACH - JUNIOR ASSOCIATE, CHICAGO OFFICE; NORTHWESTERN UNIVERSITY, ECONOMICS



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To Learn More Contact:

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or log on to www.SymphonyIRI.com/SymphonyConsulting