



## Lead Strategist

A Lead Strategist passionately leads Consumer Product Goods (CPG) clients through our approach to brand development, product innovation and category reinvention projects. They hold extensive knowledge and understanding of CPG marketing/research and have experience working successfully with Account Executives and Creatives. They love research, can successfully collect both client data and client directives, and are able to compile this information into actionable projects. They possess a great understanding of our client's business, growth objectives and challenges. The Lead Strategist serves as an internal consultant and external consultant and contributor. As Lead Strategist, you take lead and consult on high profile projects that align with Wild Blue's areas of expertise and capabilities.

### Skills & Requirements

#### We are interested in speaking to you if you...

- are a strategic thinker with an entrepreneurial mindset.
- can create a vision yet not intimidated by details.
- have passion for what design and innovation can achieve in the world.
- are a self-starter, able to self-manage work and adhere to skintight deadlines.
- are highly productive, rarely bored and never wait around for things to happen.
- know a good idea when you see it and you can both explain it and nurture it.
- ask questions until next steps are clear and actionable.
- good at getting 'it' done with internal and external partners.
- are a trend watcher, always in learning mode.
- actively explore emerging technologies and stay up-to-date on the latest trends.
- are witty, clever, funny, thick-skinned and likable.
- always strive for perfection and are disappointed when you realize opportunities were missed.
- can handle many different characters and personalities.
- can write and present a kick-ass business story.
- are extremely confident, but never arrogant.
- don't mind working in a loosely structured environment.
- respect communication and worship collaboration in a team environment.

#### Must have skills and abilities:

- 5+ years' in CPG marketing or research.
- Experience in consulting in strategy, design or brand development.
- Passion for consumer experiences, innovation and brand development.
- Excellent written competency and verbal communication skills.
- Proficiencies in telling a logical story from insights to recommendations in a formal presentation format.
- Ability to partner with internal and external stakeholders on a common goal. Anticipate and eliminate hurdles.
- An analytical mindset and strong problem-solving ability.
- Self-motivated with a desire to do their best every day. See and seize opportunities without being told.
- Ability to work in a team environment and independently.
- Comfortable with presenting and public speaking as a subject matter expert.
- Strong technical competence (understand software, hardware, networks, etc.).
- Must be able to travel for extended periods overnight.

#### Primary Responsibilities:

- Consult and lead strategic projects.
- Play a key role in understanding and interpreting our clients' business challenges and goals.
- Collaborate with our design and technology teams to deliver innovative solutions.
- Identify knowledge gaps and drive insights from gathered information on our client's company, channels, consumers, competitors from secondary data, interviews and research.
- Partner with Account Executives to ensure project deliverables meet objectives on or before deliver dates.
- Be an innovation thought leader on existing and emerging trends in brand connectivity.
- Direct the Wild Blue's creative teams through an efficient process from conception to implementation.
- Lead and actively participate in brainstorming sessions.
- Lead design thinking workshops with our clients.

#### Next Steps to Apply

Submit the following to Wild Blue's Human Resource Director, Carrie Mueller: [Carriem@wildbluetech.com](mailto:Carriem@wildbluetech.com)

1. Cover Letter introducing yourself, explain why this position is a fit for you and any expectations you seek.
2. Resume or CV.