

Freelance Strategy Consultant: Brand, Business, Marketing, Innovation



Professional Profile

- **20+ Years Seasoned Business Executive:** specialized in strategy & marketing both client side and professional services side: see resume for full career history.
- **Brand Marketing Experience:** Procter & Gamble (Baby Care, Fine Fragrances), Coty, Inc. (Fine Fragrances), Pernod Ricard (Alcoholic Beverages). Experience in global, regional & local roles across big brand line marketing, small brand incubation and brand innovation.
- **Strategy Consulting Experience:** Booz & Co. (now Strategy&. part of PwC network), 3+ year as independent strategy consultant in Middle East: worked across CPG (including extensive work in Food), Tel-Co, B2B. **In USA freelance strategy consultant since 2021 (under "Tea At Four LLC")** working with clients ranging from Fortune 500 to startups.
- Agency work: freelance strategist for packaging, advertising, and brand strategy agencies.
- International Outlook: worked in Europe, Middle East & India, USA (12+ years).
- Leader in & champion for Diversity.



Daniel R. Clarke

Where I Can Add Value – Examples

- **Brand Strategy:** defining the “who / what / how”: “who” to target (consumers, shopper), “what” to offer them (branded goods or services) and “how” to effectively tell them about it.
- **Business Strategy:** defining resource conscious choices to achieve business goals (inc. monetization strategy and RTM / Commercial Fundamentals).
- **Brand Positioning:** defining the strategic positioning (in context with category, competition, and consumer), brand architecture + specifically / tangibly what your brand stands for (inc. purpose, vision, mission, brand equity etc.).
- **Marketing Strategy & Planning:** defining critical marketing choices and mapping out actionable plans.
- **Brand Communications:** Defining brand communication objectives / briefs (for agencies to execute) + overseeing creative process.
- **Innovation:** Defining innovation strategy. Bringing innovation to fruition.
- **Process:** defining and implementing core business processes including FY planning, innovation (e.g. stage-gate).
- **Starting Point:** for the above, **can develop “from scratch” OR can take existing to “stress test & refine”.**
- **Specific Category Knowledge:** Consumer, Lifestyle Brands, Beauty, Alcoholic Beverages (deep knowledge), CPG Food. Skill set and processes can be applied to wide range of industries inc. B2B, non-profit etc.

How I Work as an Individual Contributor & Team Player

- Triple mindset: ability to assess / **define a strategy through the lens of i) consumers & customers ii) brand iii) business.**
- **Client-side mindset with service side work ethic:** I was the client. I understand your challenges as it relates to business goals and brand progression as well as internal stakeholder management. Equally, I have worked service side and understand client needs, especially adhering to deliverables and deadlines.
- I can **operate autonomously with minimal supervision:** I apply a leadership mindset to all work. I am an adept slide writer and able to adjust the style to fit in with corporate / brand templates and tonality. I am noted as a strong presenter, comfortable in front of senior management, multi-functional teams and large audiences.
- Equally, I am a **full team player** and understand the result as-a-whole is what counts. I have strong collaboration skills with “let’s get hands dirty” and “one team” mindset.
- **Output & Deliverables Driven:** decks, briefs, brand guidelines, plans, budgets, process docs + creative deliverables.
- Mindset: sharp, curious. I can’t know everything, but I learn fast and apply a **“let’s figure it out” mentality.**

How to Get Started, Location & Contact

- How do we get started? Let’s discuss your business / brand challenge. **I can assist in scoping work and defining deliverables** as needed before any commitments are made.
- Based in Denver, Colorado. I collaborate with teams in USA and Europe, leveraging technology to work remotely
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