



### **About James Richardson, Ph.D.**



I am a strategy consultant for emerging food and beverage brands, with a professional background in consulting, market research and social science. I have studied natural/organic consumers and brands for my entire career, beginning with proprietary work for Whole Foods Market in 2003. I have advised well over 75 food and beverage brands on specific aspects of growth strategy (i.e. marketing, innovation, channel placement and pricing), from large legacy brands such as Triscuit to small, early stage food companies. Based on years of Nielsen and SPINS analysis of real world performance, I have developed proprietary IP to guide product design/innovation and go-to-market strategy for early stage natural/organic brands. My work in the natural/organic marketplace is based on understanding category nuances that affect success for emerging brands. All my work involves a holistic, competitive analysis of your brand and its prospects for growth based on understanding category nuances in modern food culture.

### **Past Clients:**

My understanding of the food and beverage marketplace and growth strategy is built on 15 years of work for leading manufacturers and retailers across the sector: Pepsi-Cola, Coke VEB, McCormick, Campbell's, ConAgra Brands, General Mills, Nestle USA and Nestle SA, Kraft Foods, The T. Marzetti Company, Rich Products Co., Hershey's, Whole Foods, Target, Wal-Mart, and Kroger.

I have also worked with over a dozen early stage food brands in various capacities including: Corazona's, Bobby Sue's Nuts, Wellgen, Snack It Forward, LLC, Nibmor, Mother Kombucha, Zaca, and others

Finally, I have also performed confidential due diligence evaluations for VC firms such as Prairie Capital and Colfax Creek Capital.

*For more info and client testimonials, please see my website: [www.premiumgrowthsolutions.com](http://www.premiumgrowthsolutions.com)*