

ABOUT

JESS
KEMP

Jessica Kemp is the Founder and Chief Strategist of Meridian Advisory Firm, a senior-led strategic advisory firm that helps organizations make better business decisions by connecting consumer understanding, market dynamics, cultural context, and commercial opportunities.

Over more than 15 years, Jessica has built experience across consumer products, retail, beauty, luxury, commerce, brand strategy, and marketing, working across global organizations, established consumer brands, and complex multi-market portfolios. Her background includes work spanning brand positioning, consumer and category strategy, growth planning, commerce, customer experience, integrated marketing, and strategic decision support.

Jessica founded Meridian to provide organizations with experienced strategic guidance without the unnecessary layers, handoffs, or bureaucracy often associated with larger consulting and agency models. Her work centers on helping leadership teams understand what is changing, what still matters, where opportunity exists, and what decisions should follow.

Jessica is particularly interested in the relationship between consumer behavior and business direction, and how shifts in expectations, culture, and market dynamics influence the choices organizations make. Her perspective is shaped by firsthand experience navigating competing priorities, organizational complexity, and the practical realities of bringing strategy to life. She believes effective strategic guidance requires curiosity, independent judgment, and a willingness to challenge established thinking when the evidence calls for it.

BRANDING
MARKETING
STRATEGYSINCE
2025

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SHORT VERSION (50-75 WORDS)

Jessica Kemp is the Founder and Chief Strategist of Meridian Advisory Firm, a senior-led brand and marketing advisory firm. She brings more than 15 years of experience across consumer products, retail, beauty, luxury, commerce, and global brand strategy, combining firsthand industry experience with independent strategic judgment to help organizations make better brand, marketing, and growth decisions.

MEDIUM VERSION
(100-150 WORDS)

Jessica Kemp is the Founder and Chief Strategist of Meridian Advisory Firm, a senior-led brand and marketing advisory firm helping consumer-facing organizations make better business decisions grounded in customer understanding, market dynamics, and commercial realities.

With more than 15 years of experience across consumer products, retail, beauty, luxury, commerce, and global brand strategy, Jessica has worked across established brands, global organizations, and complex multi-market portfolios. Her experience spans brand positioning, consumer and category strategy, growth planning, customer experience, and integrated marketing.

Jessica founded Meridian to offer experienced, independent strategic guidance without the unnecessary layers and bureaucracy of traditional consulting models. Her approach combines commercial pragmatism, curiosity, and firsthand organizational experience to challenge assumptions, recognize overlooked opportunities, and help leadership teams make more informed decisions about where to focus and invest.

MERIDIAN ADVISORY FIRM



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