



ADVISORY
FIRM

SINCE
2025

Better understanding. Stronger decisions.

WE HELP LEADERS TURN CUSTOMER AND MARKET
UNDERSTANDING INTO BETTER BUSINESS OUTCOMES.

Meridian Advisory Firm is a senior-led
brand and marketing advisory firm for
consumer-facing organizations.

We bring independent, experienced
judgment to consequential business
decisions, helping leadership teams
challenge assumptions, evaluate
opportunities, and determine where to
focus, invest, change, or maintain course.

WHEN YOU BRING US IN

You're facing a critical decision. The answer isn't obvious.

Typical questions we help answer:

Why is customer behavior changing, and what
does it mean for the business?

How should we respond to changes in culture,
category dynamics, technology, or customer
expectations?

Are our brand, commerce, channel, and
marketing efforts reinforcing one another?

Is our brand positioning still working?

Where should we focus next?

How do we get leadership aligned around a clear
direction?

What deserves investment now, and what can
wait?

Which growth opportunity is actually worth
pursuing?

THE VALUE YOU GET

01

CLARITY

Understand
what's really
happening and
why.

02

FOCUS

Prioritize what
matters most
and what to let
go.

03

CONFIDENCE

Evaluate trade-
offs and make
stronger
investment
decisions.

04

ALIGNMENT

Bring teams
together around
a shared path
forward.

05

ACTION

Move from
insight to a
practical plan
that works.

06

IMPACT

Drive
measurable
business results
and growth.

*We've looked at this from every angle.
What are we missing?*

A CONVERSATION
WE HEAR OFTEN.
THE ANSWER IS
USUALLY IN THE
DETAILS.

WHO WE WORK BEST WITH

Consumer-facing, revenue-generating
organizations facing meaningful decisions
about brand, marketing, customer
behaviors, commerce, positioning, growth,
or investment.

Best Fit:

- Leadership teams seeking clearer
strategic direction, positioning, or a
better understanding of customers.
- Open to unbiased outside perspective
- Willing to challenge assumptions
- Ready to act on what is uncovered

We connect the dots that lead to better decisions.



BOOK YOUR INTRODUCTORY CALL AT:

www.meridianadvisoryfirm.com



FOCUS AREAS

- Brand & Cultural Positioning
- AI & Marketing Transformation
- Audience, Category & Growth Insight
- Strategic Alignment & Decision Support
- Omnichannel & Commerce Strategy
- Innovation & Opportunity Strategy
- Ongoing Strategic Advisory

SENIOR-LED STRATEGIC GUIDANCE

Jess Kemp

Meridian Advisory Firm was
founded by Jess Kemp, who
brings more than 15 years of
experience across global
agencies, emerging brands, and
enterprise organizations.

Her work has spanned beauty,
personal care, food and beverage,
luxury, retail, durables, and
consumer products, including
experience with organizations
such as Unilever, Mars, P&G,
L'Oréal, LVMH, Nespresso, and
others.

