



PARTNER FAQ

What types of partners does Meridian work with?

Meridian partners with experienced independent consultants, boutique firms, subject matter experts, agencies, technology providers, and other organizations whose expertise complements our strategic advisory work.

What kinds of opportunities are a good fit?

We partner on engagements where combining complementary expertise creates a stronger outcome for the client. Opportunities may include strategic advisory, research, creative, media, technology, analytics, facilitation, implementation, or other specialized capabilities.

How are partnership opportunities structured?

Every engagement is different. Depending on the opportunity, Meridian may lead the engagement, support a partner-led engagement, or collaborate as peers. Roles, responsibilities, and commercial terms are discussed before any work begins.

Do you offer referral partnerships?

Yes. Meridian works with select partners who introduce qualified client opportunities. Referral terms are discussed individually and, where appropriate, documented in a written agreement.

Can I represent Meridian or use your branding?

No. Partners may not represent themselves as employees or agents of Meridian unless expressly authorized in writing for a specific engagement.

Do I have to sign an agreement before partnering?

Formal agreements are only used when appropriate for the relationship or opportunity. Initial conversations are focused on determining mutual fit before any documentation is required.

Do you work exclusively with partners?

No. Meridian may work with multiple partners whose expertise aligns with different client needs. Partnerships are generally non-exclusive unless otherwise agreed in writing.

How do you choose partners?

We look for experienced professionals who share a high standard of quality, integrity, and client service. Expertise, professionalism, communication, and alignment with Meridian's values are more important than company size.

I'm interested in partnering. What's the next step?

Complete the inquiry form and tell us about your expertise, the types of organizations you work with, and how you believe we could complement one another. If there's a potential fit, we'll schedule an introductory conversation.

