

alterNatives supported a leading venture capital firm in identifying Indian advisors with expertise in the snacking category for one of its FMCG portfolio companies.

**Sector**

FMCG

**Scope**

Fractional Consultant

**Duration**

6 weeks

**Overview**

alternatives leveraged its FMCG network to identify a seasoned leader in the snacking space.

The advisor brought over 20 years of experience, having led category creation, brand building & GTM strategies across leading snacking and packaged food companies in India.

**alternatives helped the client identify an advisor to shape their marketing & digital strategy.**

### Expert profiles showcased (All Formers)

Ex. Marketing Director

ITC Limited

Ex. Category Head

Britannia Industries

Ex. Strategy Lead

PepsiCo