



DR. JAMES RICHARDSON

Cultural Anthropologist, Strategy Consultant,
Consumer Packaged Goods Expert

Key Focus: Helps founders create strategic plans to achieve exponential growth and advises them on implementing, evaluating, and revising those plans

Do you want to maximize the odds of scaling your brand to \$100M and beyond? Then you need to learn the rules of exponential growth for consumer brands. Dr. James Richardson helps clients build strategic plans based on these rules. And he also helps them evaluate and revise those plans.

Dr. Richardson is the founder of Premium Growth Solutions, a strategic planning consultancy for early-stage consumer packaged goods brands. As a professionally trained cultural anthropologist turned business strategist, he has helped nearly 100 CPG brands with their strategic planning, including brands owned by Coca-Cola Venturing and Emerging Brands, The Hershey Company, General Mills, and Frito-Lay as well as other emerging brands such as Once Upon a Farm, Dr. Squatch Soap, Proven skincare, Rebel creamery and June Shine kombucha.

James is the author of “[Ramping Your Brand: How to Ride the Killer CPG Growth Curve](#)”, a #1 Best-seller in Business Consulting on Amazon. He also hosts his own podcast—[Startup Confidential](#).



I wish I'd read this book before coaching teams that launched CPG startups!



Tom Eisenmann
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SUGGESTED INTRODUCTION:

Dr. James Richardson is an expert in exponential growth in the consumer sector and author of *Ramping Your Brand*. At his company, Premium Growth Solutions, he works with fast-growing emerging brands such as Once Upon a Farm, Dr. Squatch Soap, June Shine hard kombucha and Proven skincare. Are YOU ready to ride the Skate Ramp of exponential growth?

INTERVIEW TOPICS

- Why Exponential Growth Is So Powerful in Building Consumer Brands
- Top Mistakes Consumer Entrepreneurs Make When Starting Out
- What Venture Capital Investors Misunderstand About the Consumer Sector
- Growing Fast Online vs. at Traditional Retail
- Why Public Company Alumni Struggle at Consumer Start-Ups
- Top 3 Things Founders Need To Work on To Manage Fast-Growing Companies

