

Catalant Community Champions – Industry Lead



Catalant Champion's Summit

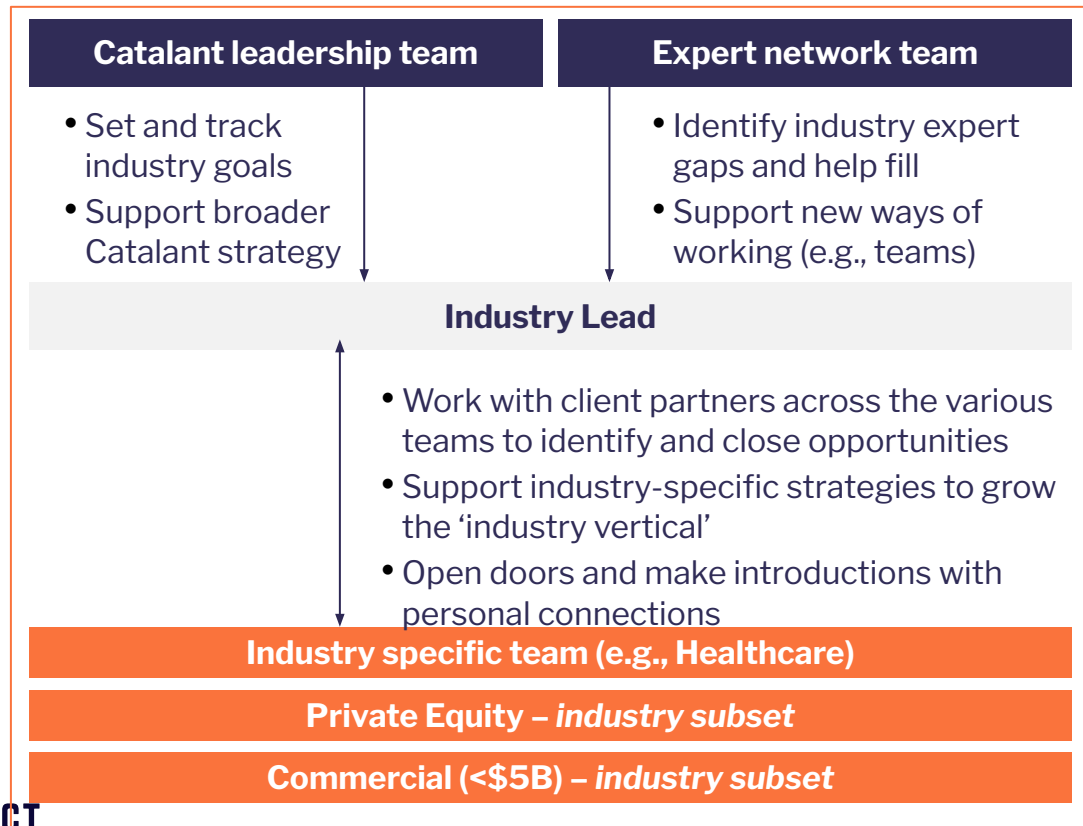


The Industry Lead sits at the intersection of Catalant's expert network and clients

The Role of the Industry Lead- The trusted insider for Catalant sales to a client or industry

- Providing vision and approach strategy toward a client or industry
- Originating work through personal network
- Open doors and make initial introductions and discussions

Internally, the Industry Lead works cross functionally across the organization



Important aspects of internal operating model for the Industry Lead

- Serve as a bridge between expert network team and clients to both put experts in a position to succeed and ensure client needs are met
- Connect the dots across engagements and clients to identify client opportunities
- Help Catalant team prioritize across clients and executives in terms of likelihood of success
- Identify net new opportunities to grow the 'industry vertical'

Qualifications and core responsibilities of Industry Lead

Industry Lead Qualifications / Profile



Consulting + industry background who understands both the Catalant and traditional consulting model



Deep subject matter expertise in a specific industry with track record of success delivering high profile engagements



Experience cultivating and managing senior client relationships



Network of current / former colleagues and clients that provide depth and perspective on current industry trends

Core Responsibilities of the Industry Lead

1 Expert Network Cultivation

- Work with the Catalant team to identify and close gaps in the expert network
- Help evaluate and prioritize the expert network (overall and project-specific) to strengthen Catalant's offering for clients (including P1 build out)
- Identify opportunities for Catalant to build stronger alliance and engagement with the Industry-specific expert community (e.g., events, publications)

2 Client Development

- Serve as a core resource for the client partners to join client calls, identify opportunities and answer questions as they arise
- Cultivate relationships with senior executives in a way that helps shape their agenda and translates to client work
- Work closely with Catalant team and experts throughout the client delivery lifecycle (scoping, pricing, delivery) with focus on unlocking larger engagements

3 Capability Building

- Work with the industry team to help shape Catalant's knowledge qualifications
- Help shape the agenda for where Catalant should show up externally (e.g., conferences, Catalant industry events, networking, etc.)
- Take an active role helping educate and upskill the team in a 'learn by doing' model

Open doors, confirm opportunities, get compensated



Backup

The Champions Program – Client facing role overview

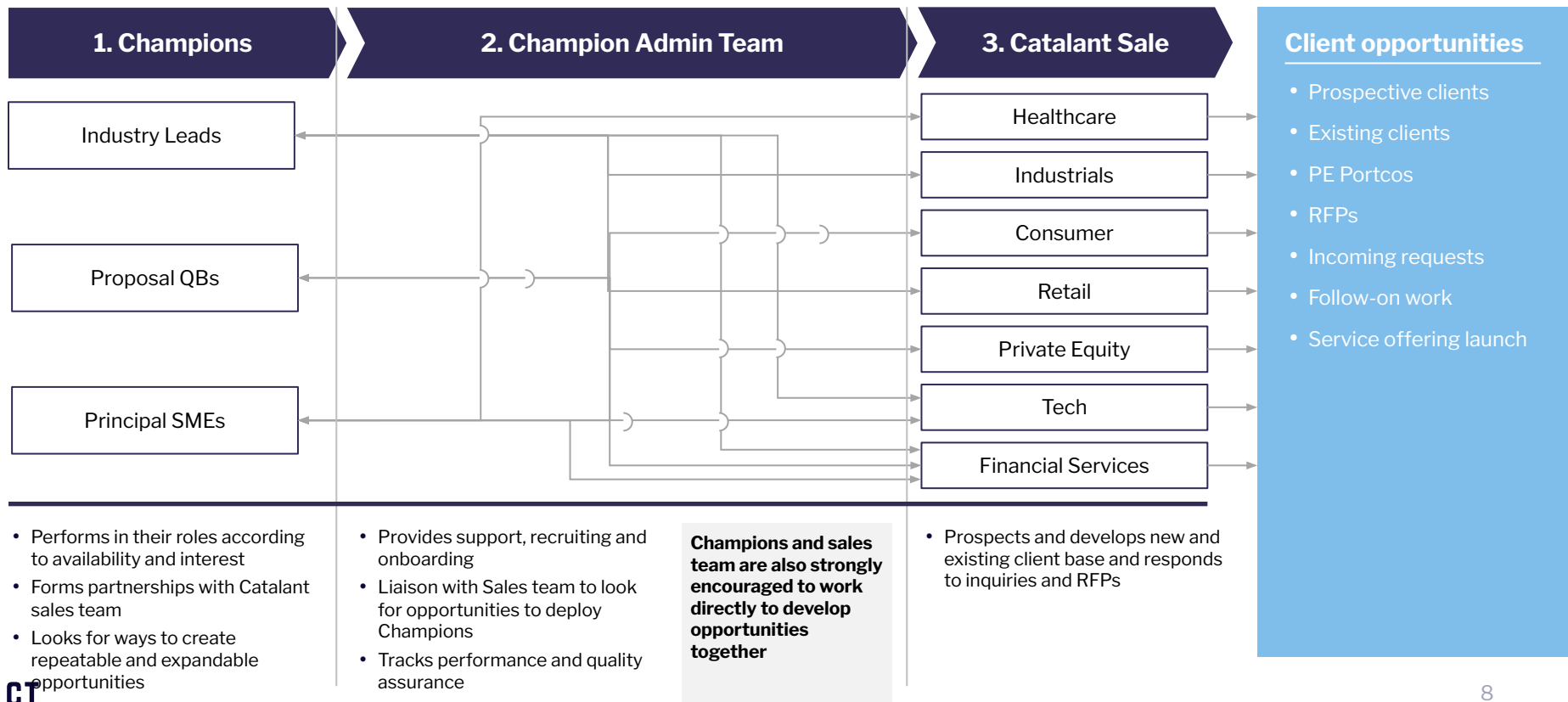
Client-Facing

Role	Purpose	What is expected	What's in it for you	Typical profile
Industry Leads	Originate opportunities and pursue industry strategies	<ul style="list-style-type: none"> Co-develop go to market strategies within your field 	<ul style="list-style-type: none"> Commission for winning Access to senior clients 	<ul style="list-style-type: none"> Former C-Suite
Proposal QBs	Own the proposal document and ensure high level of quality	<ul style="list-style-type: none"> Own the proposal document Project manage the proposal team 	<ul style="list-style-type: none"> Ability to execute your vision for client development Upfront fixed fee for working on proposal Bonus fee for winning 	<ul style="list-style-type: none"> Associate Partner + at MBB or other traditional firm
Senior Advisors	Ensure comprehensive expertise coverage for clients	<ul style="list-style-type: none"> Well articulated, useful facilitate communications expertise Provide case studies from your senior expertise 	<ul style="list-style-type: none"> Secured utilization forever Referral fees for helping win Ability to create sustained low touch client pipeline 	<ul style="list-style-type: none"> Deep expertise, track record at other organizations, academia

We are bringing structure and definitions to the program, but please keep in mind, this is meant to stimulate opportunity creation, and in practice, the boundaries across the roles will blur

Champions Program – Deployment overview

How the program will work



Moving to a more consultative model of client development and delivery with the Industry Lead

From...

Regular check-ins focused on current project needs
1-on-1 engagement without expert involvement

Initial scoping by Catalant Account Executive
'1 to 1' matching, with expert finalizing scope and pricing

Expert led project delivery with minimal involvement from the Catalant team

Not prioritized today by expert or Catalant

Current Focus



Future Focus

...To

Early engagement between Industry Lead / experts and clients to 'shape the agenda'

Mix of engagement tactics to build credibility and trust (e.g., in-person events, workshops, 'deep dives')

Industry Lead helps AE iterate on scope with client before posting (scoping document)

For larger engagements (e.g., RFP, teams), Catalant takes lead role in scoping, team structure and pricing

Regular, separate check ins (monthly) with expert and client to track progress

Industry Lead stays involved (e.g., SteerCos, workshops) to support expert and manage broader client relationship - *focus on larger clients and engagements*

Post mortem check in with expert and client

Expert codifies learnings in 1-2 page 'case study'

Quarterly (monthly?) client service calls with experts across engagements