For Pfizer China, a Fletcher team delivered a comprehensive strategic plan for the Pfizer China team and its country manager to guide inclusion of one of the company’s products in China’s national public-health program. After analyzing the strategies and multi-faceted stakeholder engagement plans the company had initiated in other worldwide markets, the team developed a plan to engage all the relevant stakeholders, including a map that clearly identified those constituencies, their interconnections, and channels to reach them.

For our long-time client, HRI, the Fletcher consulting group has helped the director and general manager of the Japanese multinational understand the infrastructure opportunities in frontier markets, identify key players, and recommend partnering strategies.

In 2012, the consulting group will work with Chicago Bridge and Iron, one of the world’s prominent engineering, procurement, and construction companies, to identify and prioritize investment opportunities in the Caspian Region. This is our fourth project for the senior management team.

Another real-world consulting engagement will be a collaboration with MasterCard Worldwide and its Vice Chairman, to create a strategy to foster and propel financial inclusion in developing countries.

For the OTF Group, one of the world’s leading consultancies on competitive growth, the Fletcher consulting team developed a strategy and management plan for the construction sector in Haiti, on the heels of the country’s devastating earthquake in early 2010. The strategy formed part of the Haiti Economic Recovery & Roadmap delivered to Haiti’s Presidential Commission on Competitiveness in August 2010.
The Fletcher consulting team developed a distribution and sales strategy for the founder of Teshkeel Media Group, helping him expand the launch of “The 99” (Islamic-themed comic books and characters) and related products into the Islamic world.

For the Nike Foundation, the Fletcher consulting team conducted an assessment and identification of mobile technology and other solutions to “unleash the girl effect” in developing countries by providing girls secure access to financial assets.

Yet another dynamic consulting project will be to advise the president of OHL Desarrollos, a leading Spanish sustainable development company, on how to position and market Mayakoba, its luxury resort development in the Yucatan, to the US travel trade.