

Empowering
Change

JOIN US

STRATEGY, GROWTH & BRAND ADVISORY LEAD

Management and development consulting company ACT Global is seeking a strategic, client-facing Strategy, Growth & Brand Advisory Lead to help client organisations identify growth opportunities and build stronger business and brand direction.

Position: Strategy, Growth & Brand Advisory Lead — Medium to Senior Level

Employment Type: Full-time

Salary Range: GEL 5,200–7,100 gross

Location: Zurab Anjaparidze I Lane, #4, Tbilisi

Working Hours: 09:30 - 18:30 (Hybrid, from Monday to Friday, with a one-hour break)

Deadline: 17th of July, 2026.

ACT Global



STRATEGY, GROWTH & BRAND ADVISORY LEAD — MEDIUM TO SENIOR LEVEL

MAIN RESPONSIBILITIES OF THE POSITION

The role focuses on business growth, strategy, brand development, and market positioning, helping organisations become stronger, more competitive, and more desirable in their markets.

The selected candidate will work with client organisations on strategy, growth, market opportunity, positioning, brand development, value proposition, customer and market insights, and business transformation projects.

Specifically:

1. Market and Strategic Analysis

- Analyse markets, customers, competitors, business models, and growth opportunities.
- Help clients define strategic priorities, positioning, value propositions, and growth directions.
- Translate research, data, market insights, and business analysis into clear strategic recommendations.

2. Strategy and Brand Development

- Support organisations in developing business strategies, growth strategies, brand strategies, and market positioning concepts.
- Work with ACT's research and consulting teams to integrate market research, consumer insights, brand perception, and business analysis into advisory work.
- Facilitate strategic discussions, workshops, and decision-making sessions with client teams.

3. Client Delivery and Advisory

- Prepare client proposals, project concepts, methodologies, reports, and presentations.
- Build trust-based relationships with clients and act as a reliable advisor in the areas of strategy, growth, and brand development.
- Ensure high quality of deliverables, analysis, recommendations, and client-facing materials.

4. Project Leadership and Practice Development

- Lead strategy, growth, and brand advisory projects for client organisations.
- Contribute to the development of ACT's strategy, growth, and brand advisory practice, methodology, tools, and products.

REQUIRED QUALIFICATIONS:

- MBA or equivalent
- Strong understanding of business strategy, growth opportunities, market positioning, value proposition, and competitive differentiation.
- Ability to analyse markets, customers, competitors, trends, business models, and strategic alternatives.

- Good understanding of brand development, brand perception, customer needs, and market demand.
- Ability to work with research data, market insights, customer insights, and business information to generate practical strategic recommendations.
- Experience in preparing analytical reports, strategic documents, presentations, proposals, and client-facing materials.

WORK EXPERIENCE:

- Minimum 5 years of relevant experience in strategy, business consulting, marketing strategy, brand strategy, growth advisory, market research, business development, or a related field.
- Experience working with clients, managing expectations, and building trust-based professional relationships is expected; experience in consulting, research, branding, marketing, business development, or professional services is considered an advantage.

KEY COMPETENCIES:

- Strong analytical, structured, and strategic thinking.
- Good communication, facilitation, and presentation skills.
- Ability to lead projects, ensure quality of deliverables, and coordinate work with other team members.
- Good command of English.
- Experience developing growth, brand, go-to-market, or positioning strategies; workshop facilitation and strategic decision-making; market assessment, customer segmentation, or competitive analysis; proposal writing and business development; or developing advisory methodologies, tools, or frameworks is considered an advantage.

WHY JOIN US?

This is a high-visibility opportunity to lead and develop ACT's strategy, growth, and brand advisory direction, working on meaningful consulting projects with client organisations across different sectors. You will help shape methodologies, products, and advisory approaches in this field, in close cooperation with ACT's research, brand, transformation, and consulting teams, within a supportive and intellectually stimulating environment at the intersection of research, consulting, strategy, and transformation.

ABOUT ACT GLOBAL

ACT Global is a management and development consulting company that empowers leaders, organizations, and governments to drive sustainable and positive change. Our core strength lies in transforming data, innovative ideas, and specialized expertise into tangible, high-value outcomes.

We maintain a primary focus on developing countries. We possess a deep understanding of the challenges they face while clearly recognizing their tremendous potential. Operating in more than 30 countries across three continents, we provide support to both private and public sector organizations as they implement significant economic, social, and political transformations.

For more information: <https://act-global.com/en>

To apply, please send your CV to hr@act-global.com by the 17th of July, 2026, with the subject line: **Strategy, Growth & Brand Advisory Lead — Medium to Senior Level**.

In the email, please briefly answer two questions: Why ACT? Why this position?

Interviews will be conducted by 1st of August, and the expected start date is 1st of September, 2026.