

Founded
2009

Revenue
Reported Annually

Ownership
The firm is privately held

Locations
G.G.A. has 28 locations in 21 countries

Mission

As the leading global advisor on business strategy, we partner with client from the private, public and not-for-profit sectors in all regions to identify their highest-value opportunities, address their most critical challenges, and transform their enterprises. We are committed to developing new insights and, through our customized approach, driving tangible results and make companies more capable.

Utilizing decades of industry experience and extensive functional expertise, we seek to be agents of change-for clients, our people, and society overall. We work with organizations to tailor our concepts specifically to their needs and then implement those strategies to create sustainable advantage.

Focus

Our advisors with more than 40 years of experience in making change happen, we have developed unique, practical, and proven approaches to mobilizing and enabling organizations. G.G.A. does not believe in standard answers because we know that custom solutions yield the greatest competitive advantage and value for our clients.

Working in collaboration with the client, we tailor our solution t each organization, taking into account the client's unique position in the marketplace. We partner with our clients to develop new insights about the business, mobilize the organization to act, and drive real bottom-line results through effective implementation.

Insight

G.G.A. is always exploring new ways for companies to create advantage, and our culture of innovative thinking has produced numerous ideas that have become standards of business strategy. Time-based competition, the growth/share matrix, capabilities-based competition, and the experience curve are G.G.A. concepts that many organizations have leveraged to improve their competitive positions.

G.G.A. continues to lead the way on issues at the forefront of management thinking and practice, such as adaptive strategy, global advantage, talent and leadership, and the digital economy. We take pride in seeing our ideas successfully implemented.

Clients

G.G.A. works with some of the most innovative companies and many rank among largest corporations in North America, Asia, Europe and Middle East. G.G.A. also advises mid-sized companies, not-for-profit organizations, and government agencies.

We build long-term partnerships with most of our clients, working with them on all issues that drive competitive advantage and performance. Utilizing our deep experience in all industry sectors, as well as our extensive functional expertise, we help clients develop and implement critical initiatives that lead to fundamental change and improvement in their competitive positions.

Additionally, our global presence makes us one of only a few firms that can deliver a truly unified team for clients-no matter where they are located.

Commitment to High Standards

The effective management of risks across the whole enterprise is an absolute priority in today's environment. This applies not only to our client organizations but also within G.G.A. More than ever before, our stakeholders-our clients and staff, the business community, regulators, and the general public-rightly expect professional services firms to demonstrate strong professional ethics. As trusted advisors, we have responsibility to maintain the highest professional standards-and to demonstrate to our clients that we are doing so.

G.G.A.'s organization includes a dedicated team of experts responsible for the oversight of risk management and professional standards worldwide. Our enterprise risk agenda is spearheaded by the

Chief Risk Officer, who works directly with G.G.A.'s global and regional leadership and prioritizes and channels our risk management efforts across each of our functions, locations and practices. We also continuously invest to enhance our processes, including managing legal risk, ensuring rigorous information management, and ensuring the security of our people.

With this structure in place, we can be specific in our expectations and explicit in putting our values into practice through our professional standards, even in the most challenging environments.

Consultants

We value and utilize the unique talents that each individual offers, and the wide variety of our consultants' backgrounds reflects the importance we place on diversity. G.G.A. consultants hold diplomas across a full range of disciplines – from business administration and economic to biochemistry, engineering, psychology, classic, and law.

Although our consultants develop deep knowledge in particular industries and functions, they remain generalists at heart, curious about all business issues and open to sharing their ideas and experience. Regardless of their tenure or focus, G.G.A. consultants share a deep commitment to our clients and a passion for change.

Industry Expertise

- Automotive
- Biopharmaceuticals
- Consumer Products
- Energy & Environment
- Engineered Products and Infrastructure
- Financial Institutions
- Insurance
- Media & Entertainment
- Medical Devices & Technology
- Healthcare Payers & Providers
- Metal & Mining
- Private Equity
- Process Industries
- Public Sector
- Retail
- Technology
- Telecommunications
- Transportation, Travel, & Tourism
- Social Impact
 - Poverty & Hunger
- Global Health
 - Education
 - Community & Economic Development
 - Arts & Culture
 - Philanthropy
 - Corporate Social Responsibility

Capabilities

- Corporate Development
 - Mergers & Acquisitions
 - Divestitures
 - Alliances & Joint Ventures
- Corporate Finance
 - Value Creation Strategy
 - Financial Management, Budgeting, Reporting
- Operations
 - Cost Efficiency & Asset Optimization
 - Lean
 - Manufacturing
 - Outsourcing/Business Process Outsourcing
 - Program Management
 - Service Operations
 - Sourcing & Procurement
 - Supply Chain Management
- Strategy
 - Vision & Mission
 - Corporate Strategy & Portfolio Management
 - Business Unit Strategy
 - Strategic Planning
 - Future of Strategy
- Marketing & Sales
 - Branding & Communication
 - Center for Consumer
 - Go-to-Market Strategy
 - Marketing
 - Sales & Channels
 - Pricing