

# GLG Portco Access Program

Sponsored Access to the Global Marketplace for Expertise

GLG Portco Access Program –  
make more informed  
business decisions.

Tap key-opinion leaders  
to improve your  
operational  
performance  
and accelerate  
your continued  
innovation.

Your company has targets to hit. You have revenue goals to meet. You have products to launch. Markets to enter. Opportunities to pursue. Efficiencies to create. All on a fast track—with limited resources.

Along your path to growth, you have questions...and you need answers. You need real, practical input. Most of all, you need to make more informed business decisions.

Gerson Lehrman Group (GLG) helps clients find, engage, and manage<sup>SM</sup> experts to make more informed business decisions. The GLG Portco Access Program provides leading private equity firm portfolio companies sponsored access to the GLG Councils<sup>SM</sup>—a network of more than 200,000 distinguished experts from around the world. The GLG Councils include physicians, scientists, engineers, business executives, attorneys, and other professionals across every industry sector.

## Member Benefits

- ▶ Drive operational efficiencies and performance
- ▶ Improve execution speed of key business functions
- ▶ Grow operational capacity with new skills
- ▶ Leverage best practices of experienced professionals worldwide
- ▶ Maintain focus on core business
- ▶ Stress-test business decisions before making investments
- ▶ Gain competitive edge through new sources of insight

## Enroll Today



- 1 Sign Service Agreement
- 2 Fax signed agreement to 212-658-9949
- 3 Your dedicated Account Manager will contact you to get you started on your first project.

# GLG Portco Access Program

## Sponsored Access to the Global Marketplace for Expertise

### What could you do with 200,000 experts on tap?

#### SELECT USAGE SCENARIOS

Channel Strategy	
<b>ISSUE</b>	An emerging consumer packaged goods company plans a new market entry in Europe and needs region-specific expertise to develop an indirect sales strategy.
<b>SOLUTION</b>	A former consumer packaged goods executive spends three days with the company's senior management team to evaluate distribution partners and provide recommendations based on coverage goals.

Product Strategy	
<b>ISSUE</b>	A healthcare company is streamlining its product portfolio and has to objectively identify the products with the strongest growth potential.
<b>SOLUTION</b>	Leverage GLG Council Partner <sup>SM</sup> relationships to rapidly canvass leading academic and community-practicing physicians to test the product profile, help the company make data-driven business decisions and identify partners.

Regulatory Affairs	
<b>ISSUE</b>	A biotech company needs to understand the clinical trial design for a product in a particular therapeutic area.
<b>SOLUTION</b>	A former pharmaceutical executive specializing in the particular therapeutic area provides a customized report outlining FDA requirements to help the client plan and manage its clinical trial effectively and is available for follow-up consultations.

Outsourcing Strategy	
<b>ISSUE</b>	Seeking operational efficiencies, a computer hardware manufacturer is considering outsourcing production to China and needs to understand the opportunities and risks.
<b>SOLUTION</b>	Manufacturing and exporting experts based in China participate in interpreted telephone consultations, a select expert accompanies the management team on visits to potential manufacturer sites and writes a post-visit evaluation report with analysis and recommendations.

Interim Management	
<b>ISSUE</b>	A medical diagnostics center seeks a new director. The company has identified only a small pool of potential candidates, and has limited internal resources to manage the process.
<b>SOLUTION</b>	Within 24 hours, the client speaks with a diagnostics industry consultant and identifies a new pool of potential candidates leading to in-person interviews with top-tier professionals. GLG-sourced experts may also serve as interim executives to run the center for a designated period.

New Market Entry	
<b>ISSUE</b>	A medical supply company needs to understand the global market for insulin delivery to evaluate potential opportunities in the United States, Europe, and Asia within a six-week timeframe.
<b>SOLUTION</b>	An expert with healthcare strategy experience surveys more than 100 thought leaders, practicing physicians, diabetes nurses, and reimbursement experts, and synthesizes the findings into a customized report on potential opportunities and market-entry strategies.

Plant Optimization	
<b>ISSUE</b>	An auto parts manufacturer seeks input on how to repurpose its production facilities to address emerging demands for energy efficient products.
<b>SOLUTION</b>	Independent consultant with manufacturing experience provides strategic recommendations via telephone consultation.

Compensation Strategy	
<b>ISSUE</b>	A technology company wants to implement a new compensation program for its direct sales force and lacks sufficient in-house expertise.
<b>SOLUTION</b>	A former head of sales at a global technology company provides best practices for building an effective sales strategy, sales force automation tools guidance, and successful incentive programs. Aspects of the resulting proposed plan are then pressure tested through surveys of multiple experts in GLG's network before implementation begins.

### GLG Councils

- Accounting & Financial Analysis
- Consumer Goods & Services
- Energy & Industrials
- Financial & Business Services
- Healthcare
- Legal, Economic & Regulatory Affairs
- Real Estate
- Technology, Media & Telecommunications

*These scenarios are not case studies. Instead, the sampling demonstrates the connectivity and potential of finding and engaging experts from the GLG Councils.*