

# +Haig Barrett

management consultants

Think. Innovate. Execute.

[www.haigbarrett.com](http://www.haigbarrett.com)

## ABOUT HAIG BARRETT

Haig Barrett is a marketing consulting firm focused on helping companies—including Fortune 500 companies—develop real relationships with their customers and transform into customer-driven businesses. By leveraging our innovative marketing strategies, our clients learn to create exceptional experiences for their customers.

After all, in today's social landscape, happy customers (and unhappy ones) make their voices heard.

### OUR IMPACT

We've helped entire businesses make fundamental shifts to become more customer-centric. We've helped companies eliminate silos, improve communication and create efficiencies. We've helped one of the biggest automakers in the world ensure their new branding is understood and embraced at all levels of the company.

### OUR GOAL: TO SHOWCASE OUR CLIENTS IN THE BEST LIGHT

Most importantly, we're here for our clients. We have our clients' best interests at heart, and we work hard to make our clients shine by working with them to resolve their toughest problems!

### OUR PHILOSOPHY—OR, WHY HAIG BARRETT?

"Anyone can be a management consultant. But not everybody is someone you want to work with," says Haig Armaghanian, Founder and CEO. "I hire people I want to spend time with. Smart. Articulate. Down to earth. Fun. Consummate professionals who just happen to be interesting people. We spend a lot of time with our clients, and our personalities are what set us apart."

And it's not just our personalities, but also the way we think. We don't look for the easy route. We aren't yes-men. We use "disruptive thinking" to challenge norms and look for opportunities to improve. We bring a little something extra to the table, and we believe it gets our clients better results.



#### What's customer-driven business?

It's an attitude. A philosophy. It's the concept of companies really seeing their customers, building and leveraging relationships with them. Putting customers at the forefront, and allowing them—asking them—to be part of the conversation.

### OUR EXPERTISE

Our expertise lies in customer-driven business, marketing innovation and strategy. Haig Barrett helps companies optimize their business and their consumer touch points.

**Target Marketing:** We provide unique insights to meet diverse customer needs, including multi-cultural and blended marketing strategies.

**Product Launch:** We love to design, develop and manage groundbreaking, customer-driven launch campaigns.

**Customer Experience:** We excel at creating integrated solutions to enhance customers' overall brand experience at various touch points.

**Business Alignment:** We have deep experience helping companies optimize business processes, organizational structure, and operations to align with their business objectives. As part of that alignment, we help improve internal processes; in short—we implement state of the art web-based systems to encourage real-time collaboration and manage product information.

**Customer Data-Driven Strategy:** A customer-driven business needs customer information. We develop robust data systems to support companies in gathering relevant customer information to create strategic programs and sales strategies.

#### Why customer-driven business?

More than ever, customers want to feel valued and when they feel valued, they become loyal to the brand. Simple as that.



### SECTORS

Automotive	Chemicals
Energy	Pharmaceuticals
Utilities	Manufacturing
Mining	Consumer Goods

### CLIENT PARTNERS



### FUN FACTS



To learn how more about how Haig Barrett can help your business, call us at 213.223.2380 or send an email to [info@haigbarrett.com](mailto:info@haigbarrett.com).