



Company/University Profile Information

Organization	Vanguard Strategy
Background of organization	Vanguard Strategy is a specialist management consultancy focusing on marketing and brand strategy. We utilize various quantitative techniques in combination with system dynamics to analyze market data and strategy development for leading global brands.
Address	33 Soho Square London W1D 3QU United Kingdom
Type of SD work	Consultancy work based on SD for leading brands of Fortune-100 companies across multiple industries
Where SD fits in your organization	Quantitative SD is widely used for problem structuring and generating industry understanding. We also use SD for dynamic modelling purposes and simulation, as well as for triangulating between conflicting data sources
Typical career path	Two typical career paths are available - one is the more analytical strand, while the other focuses more on client interaction. SD understanding and application will be a requirement irrespective of the path chosen
Any other information you would like to provide	Our approach integrates three competence areas: Strategic Brand Management, Business and Market Intelligence and Analytics and Business Scenario Simulation
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URL to host organization	www.VanguardStrategy.com