

# PUBLIC CPG COMPANY IDENTIFIES MARKETING COUNSEL FOR INTERIM SUPPORT WITH LEGALPEOPLE

## THE CHALLENGE



The global consumer packaged goods market is a multi-trillion-dollar industry, with high-growth categories such as food & beverage, cosmetics, and retail. One of our clients, a public CPG company, decided to hire a Marketing Counsel to advise the Chief Marketing Officer, Chief Digital Officer, and Chief Merchandising Officer on commercial contracts.

Our client sought a candidate with both BigLaw and in-house experience drafting, reviewing, and negotiating corporate and commercial contracts and transactions. The ideal candidate must have previously worked in a Marketing Counsel role and provided business teams with advice on online advertising and marketing programs.

The attorney that we brought on was a University of Virginia Law School graduate with BigLaw experience at multiple firms managing tech transactions, as well as consumer tech experience, in-house at two startups.

Our client was so happy with our candidate that they offered them a full-time position after 3 months. Their standard approach, relying on their hiring team or outsourcing work to a large firm, would've likely resulted in an overflow of work or an increase in spend on external counsel. Instead, using our Specialized Interim Attorney Services allowed them to continue their search for a permanent hire while still managing their marketing needs.