

MARKET-BASED SOLUTIONS FOR SOCIETY'S BIGGEST ISSUES

Developing solutions to challenges companies are facing in emerging markets



Resonance CEO Nazgul Abdrazakova focuses on advancing the global good

Climate change. Clean water. Food security. Fair labor. These are some of the world's toughest challenges, and the consultants at Resonance are working hard to address them.

Resonance works with Fortune 500 companies, leading NGOs, foundations, and government agencies to create lasting value while addressing the world's critical environmental and social challenges. Resonance helps companies unlock new markets and strengthen the sustainability of their supply chains by fostering collaboration with consumers and stakeholders. In doing so, it seeks to drive positive social and environmental impacts in line with the company's mission: Igniting opportunity. Advancing global good.

To date, the company has worked in more than 80 countries, including some of the most underserved, but rapidly growing, markets in Africa, Asia, Eurasia, and Latin America.

AWARD-WINNING CROSS-SECTOR PARTNERSHIPS

For the past two years, Resonance has been supporting PepsiCo in amplifying its sustainable farming program, which focuses on agronomic, labor, and irrigation practices across its supply chain. Resonance has worked with PepsiCo to develop partnerships with donors and development finance institutions both globally and in key growth markets, such as India, Egypt, and Colombia.

Working with Microsoft, the government of the Philippines, and USAID on the TV White Space (TVWS) Partnership, Resonance helped pilot the use of cutting-edge internet technology

to bring connectivity to remote and underserved consumers in that country. The initiative won the prestigious Public-Private Partnership (P3) Impact Award in 2015. As a result of that pilot, Microsoft is now expanding its use of the technology around the world through its Airband Initiative.

ACTION-BASED STRATEGISTS

Part of what makes Resonance different from other consulting firms is that, in addition to developing emerging market business strategies, the firm also implements them. "We're action-based strategists," explains Nazgul Abdrazakova, CEO of Resonance.

"Applying our proprietary tools and unique methodologies, we can achieve much greater impact than traditional consulting approaches," Abdrazakova says.

Although Resonance has a global presence, its employee base is nimble, which gives it a powerful advantage. "We're able to pivot quickly when challenges arise on the ground", she says.

A CULTURE OF CURIOSITY

Founded in 2005, Resonance has built a team that now includes more than 100 staff members worldwide. Its talent pool is vast, with seasoned employees who have deep expertise across sectors and geographies.

"We have a curious culture, with consultants who are always looking for better, faster ways of doing things," Abdrazakova says.

Resonance also fosters and rewards innovation. The firm holds an annual innovation competition internally to encourage its consultants to find unconventional approaches to solving client and consumer-based challenges. This year's winner is developing a new partnership model for ensuring that more of the seafood consumers purchase is sustainably caught and processed.

"We're helping companies achieve a better long-term return on investment in emerging markets, while also ensuring more sustainable development practices in those countries. It's a win-win for everyone," Abdrazakova says.

RESONANCEGLOBAL.COM

2236
2019
RANKING

25
LANGUAGES
SPOKEN
COMPANY-WIDE

180%
3-YEAR GROWTH

OVER
80
COUNTRIES
WORKED IN



resonance
Frontier Market Solutions