FMI Associate Member Search Results

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If you find information that needs to be updated, please email membership@fmi.org.

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Market Performance Group

Address:	40 Lake Shore Drive Princeton Junction, NJ 08550-4913
Tel:	631-624-2366
Website:	https://www.marketperformancegroup.com
Products / Services:	Consulting Services
Company Description:	Market Performance Group (MPG) is a leading end-to-end, strategy & services omnichannel commerce agency focused on creating the best PATH FORWARD — from market strategy to in-market reality — for today's fastest-growing consumer packaged goods (CPG) manufacturers. With unparalleled depth and breadth of omnichannel operating experience, MPG builds and activates strategies that synergistically drive brand sales performance across both eCommerce and Brick & Mortar retailers. The company leverages the expertise of seasoned manufacturer and retailer experts with significant experience delivering top-line revenue and bottom-line profit. Its highly regarded team of 400+ strategy and commercialization professionals combine leading-edge omnichannel expertise with strategic consumer, category, and marketplace insights to create competitive advantage and drive profitable growth for CPG brands. Whether focused on game-changing business strategies or go-to-market executional support, MPG has built a strong reputation as a trusted partner and valuable resource to health & wellness, food & beverage, and retail giants, along with leading private equity firms and their operating companies. MPG offers best-in-class, end-to-end capabilities and integrated solutions for a wide range of strategy and commercialization needs. These include Strategy & Business Consulting, Omnichannel Strategy & Services, Business Analytics & Insights, Consumer Marketing & Retail Activation, Order to Cash/3 PL and FleXforce®, for short- or long-term, plug-and-play support for marketing, sales strategy and other capability areas.
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