



# Evan Balzer

## PARTNER

### WORK EXPERIENCE

#### Partner

HKH Management Consulting | December 2019 - present

- End-to-end responsibility for consultancy practice in the Americas region
- New client acquisition across industry verticals in the Americas region
- Project leadership and consultancy work across industry verticals

#### President

Balzer & Associates | December 2019 - present

- Founder of Balzer & Associates LLC, a boutique consultancy group, specializing in providing clients with expertise in DTC Business Design, Quantitative Analytics, Market Research, Digital, New Business and Product Development, and Global Expansion.

#### Founding Partner

Global Consultancy Partners | September 2020 - Present

- Founding Partner of a global network of boutique consultancy agencies

#### Vice-President Business Development

Guideposts | June 1999 - March 2019

#### Past Chair

DMA Ethics Committee | 2004 - 2005

### EDUCATIONAL HISTORY

Dutchess College, New York, USA

AAS | 1981 - 1983

- Business Administration

#### Non-degree Education

Additional courses in the areas of

- Statistics
- Economics
- Creative Design


### MY EXPERTISE

- Direct-to-Consumer (DTC) business designs
- Quantitative analytics
- Market research
- New business development
- Mergers & Acquisitions
- Data-driven marketing & sales

### CONTACT INFORMATION

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curiosity.