

### **Burt Flickinger III**



Burt P. Flickinger III is Managing Director of Strategic Resource Group (SRG), a consumer industry business/retail expert and solar/renewables consulting firm. Burt is both a practitioner and member of one of the most venerable retailing and marketing families worldwide, and he is widely regarded as the nation's top consultant in retail. A graduate of Vassar College with a B.A. degree, Burt Flickinger III did Masters work at Cornell University, studying Retail Industry Management, Marketing, and Real Estate. Throughout his extensive career, Flickinger has worked with international consumer goods companies and power retailers on long-term issues including brand building, marketing business and consumer strategy, new formats, channel strategies, and consumer database marketing.

Flickinger began his career as an executive with S.M. Flickinger, the largest full-service institutional and retail wholesaler and voluntary chain retailer in the eastern U.S. Burt worked in management, retailing, merchandising, brand marketing and manufacturing, buying, marketing/advertising, private brand development, retail site selection, operations and logistics, and debit/credit loyalty card marketing. Burt has appeared before the Federal Trade Commission (FTC) on multiple occasions to offer his expertise, work, and testimony. He was a catalyst and key contributor to The Los Angeles Times' Pulitzer Prize winning series "Walmart Effect". Executives from leading U.S. and global investment firms, legal firms, CPGs, advertising agencies, retailers, and wholesalers have relied upon Burt's work to better understand and profit from the dynamics of retail across all sectors.