



Ergo Editorial Services, Inc. is an elite editorial consulting agency serving the world's premier management and strategy consultancies. Its core deliverable is strategic marketing content, primarily thought leadership, that presents clients' best ideas in the most compelling ways possible. The deliverables can range from short-form LinkedIn columns and opinion pieces to long reports grounded in quantitative research and entire portfolios of content.

To develop top-tier content, Ergo often pushes back constructively on the proposed logic of clients' stories, a form of pressure testing to ensure core arguments hold up and are fully supported with examples and data.

"As such, we use only highly experienced business writers and editors who not only can convey insightful ideas in carefully crafted language but who are more than capable of acting as true thought partners to Fortune 500-level consultants," says John Kerr, Founder and Principal of Ergo Editorial.

In 2019, Ergo enlisted the services of Craig Guillot, Principal and Founder of B2B Editorial. Kerr notes Craig appealed to him immediately because of his

Case Study

A "REGULARLY REQUESTED" THOUGHT LEADERSHIP PARTNER FOR FORTUNE 500-LEVEL CONSULTANTS

deep background in business-to-business writing for C-suite readers and his long, successful track record as an independent writer. "I saw it as a sure sign he had been doing something right," says Kerr.

Since onboarding with Ergo Editorial, Craig has written thought leadership articles, op-eds, and white papers for consultancies in the United States, Europe, and the Middle East. The work spans several sectors and areas, including supply chain, retail, AI, and banking.

"Craig is regularly requested by blue-chip consulting clients. His innate ability to deeply engage with the topic matter, his "bedside manner" in working collaboratively with very demanding and time-pressed clients, and his consistent performance to deadline all factor into those requests," says Kerr. "We will be pleased to have Craig on our team for many years to come."