



BOLD STRATEGY. BOLD IMPACT.

**STRATEGIC CONNECTOR · BUSINESS ADVOCATE · COMMUNITY
BUILDER**

Pihlstrom Consulting Group (PCG) is a certified woman-owned business dedicated to driving growth and innovation for organizations in the food, agriculture, and consumer goods sectors. We specialize in strategic consulting, supplier diversity, and market development, helping brands and businesses thrive in an evolving marketplace. With deep expertise in sustainability, plant-based innovation, and inclusive business practices, PCG partners with clients to create bold strategies that deliver measurable impact.

WOSB

WBENC

DBE

MBE

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ARMETHA PIHLSTROM
FOUNDER & CEO

"We don't just open doors. We help our clients build the strategy, relationships, infrastructure, and execution needed to succeed once they walk through them."

50%

MARKET SHARE GROWTH DELIVERED
FOR A MID-SIZED FOOD CLIENT IN 12
MONTHS

Are you a food or beverage brand?

- ◆ Retail & foodservice sales strategy
- ◆ Ingredient sourcing & supplier connections
- ◆ Go-to-market product launch support
- ◆ Plant-based & CPG category expertise
- ◆ Website & marketing development

Are you building your market?

- ◆ Brand strategy & positioning
- ◆ Major market expansion & revenue growth
- ◆ Crisis management & image consulting
- ◆ Public speaking & brand storytelling
- ◆ Marketing campaigns & content strategy
- ◆ Event planning & execution

Are you scaling your team?

- ◆ Supplier diversity strategy & business development
- ◆ C-suite & board advisory
- ◆ Workforce training & sales pipeline development
- ◆ ERG & belonging performance consulting

RECOGNITION & PARTNERSHIPS

- ◆ Founder, **MLK Legacy Awards**
Relaunched 2026 after 11 years
- ◆ Founder, **Bold Moves Brunch**
- ◆ Honoree, **2025 University of Minnesota Stellar Award**
- ◆ Honoree, **2026 MEDA Community Builder Award**
- ◆ Partner, **Twin Cities Veg Fest**
- ◆ Partner, **NCMSDC Signature Events**
- ◆ **2015 Diversity in Business Leaders Award**
Minneapolis/St. Paul Business Journal

BOARD & ADVISORY ROLES

- ◆ Board Member, **Naturally MN**
- ◆ Board Member, **NAWBO-MN**
- ◆ Board Member, **Better Business Bureau (BBB)**
- ◆ Advisory Board, **WBDC-MN**
- ◆ Board Member, **Plant Based Foods Association (PBFA)**
- ◆ Board Member, **Plant Based World Expo**
- ◆ Former Board Member, **Greener by Default**

CERTIFICATIONS

- ◆ Certified **DBE**
Disadvantaged Business Enterprise
- ◆ Certified **MBE**
NMSDC Minority Business Enterprise
- ◆ Certified **WBENC / WBDC**
Women-Owned
- ◆ Certified, **Black Enterprise National Council**
- ◆ Certified, **Targeted Business Group**
- ◆ Certified **WOSB, SBA**

EDUCATION & AFFILIATIONS

- ◆ **M.A., Human Resources Development & Organizational Change Management**
University of Minnesota, Carlson School of Management
- ◆ **B.S.B., Human Resources & Industrial Relations**
University of Minnesota, Carlson School of Management
- ◆ Member, **Delta Sigma Theta Sorority, Inc.**
- ◆ Member, **Minnesota Black Chamber of Commerce**
- ◆ Member, **Wayzata Chamber of Commerce**

CERTIFIED. CONNECTED. COMMITTED TO BOLD GROWTH.

CONNECT



FREE CONSULTATION • SCAN TO
CONNECT
pihlstromconsultinggroup.com

WHAT CLIENTS SAY

"She doesn't just make promises, she comes through with fireworks."

Miyoko Schinner · Founder,
Miyoko's Creamery

"She is the type of person you want on your team who will make you and everyone she works with better."

Ann Clark Tucker · Former
Director of Marketing,
Truvia®

"Her dynamism and warmth radiate positive energy. She is a natural leader and a generous colleague."

Dr. Sue Klapholz · VP,
Nutrition & Food Safety,
Impossible Foods

PARTNERS, CLIENTS & COMMUNITY

IMPOSSIBLE™

truvia

Cargill™

OUTSTANDING
FOODS™

sagiliti



Twin Cities
vegfest



ATLAS MONROE
MOUTH-WATERING ALL-NATURAL PLANT-BASED

future ☺ farm™

my
mochi
ice cream

Cosmic
Bliss

MIYOKO'S
RYCREAM™

PLANT BASED
WORLD EXPO
NORTH AMERICA

Great American
Plant Co.
SUSTAINABLE FOOD PARTNERS

Business should be both
IMPACTFUL and
INTENTIONAL.

THE PCG PHILOSOPHY