



HADLEY ASSOCIATES
I N C O R P O R A T E D
STRATEGIC MARKETING CONSULTANTS



Overview . . .

- ◆ *Current or emerging opportunities*
- ◆ *Direct and one-on-one personal relationships,*
- ◆ *Consulting practice that is responsive,*
- ◆ *Limiting consulting to one client per product category*



Overview . . .

HADLEY ASSOCIATES' primary focus is to address the client's needs through . . .

- *Industrial Market Research*
- *Creative and Innovative Analysis*
- *Strategic Business Perspective*
- *Coaching Through Implementation*



Assignments Completed . . .

- ◆ Strategic Planning
- ◆ Facilitating Reviews
- ◆ Coaching Teams
- ◆ Business Research
- ◆ Competitive Profiles
- ◆ Distribution Networks
- ◆ Establishing Metrics
- ◆ Focus Groups
- ◆ Turnarounds Program
- ◆ Channel Management
- ◆ New Products/Markets
- ◆ Customer Satisfaction



Sampling of Industries . . .

- ◆ Welding Products
- ◆ Fabrications
- ◆ Pressure Vessels
- ◆ Test Stands
- ◆ Industrial Boilers
- ◆ Fasteners
- ◆ Motive Batteries
- ◆ Machined Parts
- ◆ Premium Pet Food
- ◆ Power Tools
- ◆ Windows & Siding
- ◆ Composite Materials
- ◆ Parts Distribution
- ◆ Electronic Publishing
- ◆ Homeland Security
- ◆ Automotive Parts



Selected Accomplishments . . .

- ◆ Developed new \$40mm distribution business
- ◆ Five year industry outlook - Expect 3-to-5 times growth
- ◆ Developing alternative channels scenarios
- ◆ New product development, assessment and startup
- ◆ Researched and facilitated three-day planning retreat
- ◆ Assessed acquisition one year after integration
- ◆ Customer satisfaction assessment – Interviews, surveys
- ◆ In-depth competitive profile – Resulting opportunities



Consulting Skill-Sets . . .

- ◆ Intensive qualitative interviewing
- ◆ Ability to seek and gather needed information
- ◆ Insightful analysis and assessments
- ◆ Strategic thinking and visualizing success
- ◆ Facilitating positive change
- ◆ Assisting during implementation
- ◆ Continuing resource as needed
- ◆ Periodic reviews and reassessment



Consulting Practice . . .

- ◆ Independent consulting practice
- ◆ 10-to-15 engagements per year
- ◆ Focus on non-competing clients

- ◆ Proposal developed and agreed upon
- ◆ Frequent progress reviews

- ◆ Assignment completed in 6-to-8 weeks



Principal's Resume . . .

- ◆ Educated in Marketing and Distribution - BBA, MBA
- ◆ Fortune 500 Internal Consulting - Cooper Tire, GBC
- ◆ Hadley Associates formed in 1985
- ◆ CMC Certification - 1990
- ◆ Focus Group Director Certification – 1998
- ◆ Lean Manufacturing & Process Mapping - 2001
- ◆ Customer Expectation – Graduate Studies Instructor
- ◆ NPB Manufacturer's Solution Network - 2005