



High Tech Management Consulting

- ❖ General Management
- ❖ Product Marketing
- ❖ Business Development

PJM Consulting focuses on optimizing general (P&L) management, marketing, distribution and business development issues for computer, communications and other high tech companies. In addition to extensive consulting experience, PJM Consulting's principal, Phil Morettini, has held senior management positions spanning numerous high tech markets and product categories.

PJM Consulting is available for special projects, program reviews or on-going advice on a regular, part-time basis. At times it's helpful to have available a seasoned executive to review plans without an "inside" bias. Or perhaps your current team is lacking a special skill, specific experience, or simply the time to conduct a special project. PJM Consulting can help!

TYPICAL SERVICES

- Product planning and new market studies
- Establishment or modification of worldwide distribution strategies
- Operational review of corporate plans/staff/budgets
- Sales force effectiveness, tactics and compensation plan review
- Optimization of Marketing/Promotional mix within budgetary constraints
- Strategic Partner Planning, Selection and Recruitment
- Profitability review: drop more to bottom line without adversely impacting the future
- Acquisition/divestiture strategy to optimize the product mix
- Interim senior management including GM, VP Marketing, VP Sales, VP Business Development

SPECIAL SKILLS

- Startups and corporate diversification
- New Products for existing markets
- New markets/channels for existing products
- Business Plans
- Guerilla Marketing
- Retail, VAR and Distributor channel development

DOMAIN EXPERIENCE

- Corporate & Home Networking
- Wireless Communications
- Imaging/Graphics
- Security & Network Management Software
- Consumer Technology Products
- Electronic Components/Semiconductors
- Telematics

By retaining PJM Consulting, your company can utilize years of experience and specialized skills without adding to your permanent overhead. Our services are flexible to meet your unique requirements.

Contact PJM Consulting today for a no-obligation meeting to discuss solutions to your company needs!

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