



High Tech Management Consulting

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

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

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

### **TYPICAL SERVICES**

- Executive Coaching
- 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 CEO, 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
- International market development
- M&A
- Retail, VAR and Distributor channel development

### **DOMAIN EXPERIENCE**

- Software and SaaS across a wide variety of domains
- Wireless Communications
- Digital Imaging
- Consumer Technology Products
- Electronic Components/Semiconductors
- Mapping/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!

10644 Amberglandes Lane, San Diego, CA 92130  
Tel: 858.792.1062

email: [info@pjmconsult.com](mailto:info@pjmconsult.com)  
Fax: 858.792.1614