

Innovation and New Product Introductions

“At ATMI, Neil helped introduce the AutoClean product line to the marketplace, a product line that eventually won the R&D100 Award along with such products as Nicoderm non-smoking therapeutic patch, Taxol cancer treatment therapy, the defibrillator, and other inventions which changed people’s lives for the better.”

Lou Blanchard, Chief Marketing Officer, ATMI

“We hired Neil to mentor the SafetyNet team and to educate them on product launch best practices. He worked side by side with our management team to better understand our customers, refine our value proposition and rethink our approaches to working with public safety agencies and generating leads. With Neil’s guidance we quickly and effectively refocused our product development initiatives and marketing activities and have materially enhanced our prospects for commercial success.”

Paul Weichselbaum, Executive Vice President, LoJack

“Neil’s approach of focusing on business impact and value instead of technology-driven features provided our Marketing group with a viable framework for successfully creating launch related deliverables that could be used as a comprehensive sales tool for partners, account representatives, and distributors. Perhaps even more important was Neil’s ability to work alongside the marketing team to develop a plan of action for the launch that directly tied back to the strategic goals of our organization.”

Fred Powers, President and CEO, Dimensional Insight

“When Time Trade Systems was launching its breakthrough Appointment CRM Corporate Edition, I brought in Neil to present at our executive offsite. Neil powerfully presented a straightforward process to successfully introduce new products and helped my executive team prepare a well-thought out plan.”

Gary Ambrosino, COO and EVP, Time Trade Systems

"Neil has a proven record of accelerating market adoption of new products, particularly discontinuous innovations. I decided that Neil's approach was so innovative and impactful that we decided to profile his work at ATMI as a best practice case study. This case study has become the most popular case study in our New Product Development series and the teleconference we held on the topic was one of the top rated events."

Brad Meyers, Practice Director, Corporate Executive Board

"Neil helped us plan the beta testing of our new software product to ensure we not only fully tested the product features vs market needs but also gave us creative ideas on how to test our story and claims such that we could hit the ground running with proof at announcement. I highly recommend his services."

Margaret Rimmler, Vice President, Cloud Marketing, Red Hat

"Neil Baron has been a valuable influence for the explosive growth of breakthrough new product. Neil has given advice that keeps us on task to avoid distractions that can easily creep in and slow growth. As a result, our annual average growth has been over 100%."

Kipp Dye, CEO, Thera-roll

"I wanted to let you know that our entire team really appreciated the value prop workshop you facilitated for us last week. It was extremely helpful to get an outside set of eyes looking at how we communicate with internal and external stakeholders about our value proposition and the impact that has on our strategy."

Ted Wiley, VP Product and Corporate Strategy, Aquion Energy

"Neil battle tested our go to market strategy for our critical new product through in depth customer and internal interviews. He did a great job highlighting our growth opportunities and also the potential roadblocks to successful market adoption."

Mike Sullivan, SVP Marketing, LoJack