

Strategy and Planning

"Neil Baron met with a group of 80 volunteers and staff at our 2010 USTA League Annual Workshop. The focus of his workshop was "Building a Strategic Plan for Results". Neil presented new ways to think about our customers, and provided tools to develop an organized plan to grow tennis. A number of key elements of Neil's workshop have been incorporated as improvements to our strategic planning process and contributed to our record breaking growth in 2010 and 2011."

Heather Anastos, Director of Competitive Tennis, USTA New England

"Neil can drive change in organizations and improve the bottom line. At Brooks Neil identified the need to better understand our customer's business needs and challenges not just what new features they wanted in our products. Neil understands how to conduct Voice of Customer programs and so orchestrated a cross functional team effort to conduct an in depth voice of the customer project including conducting over 50 interviews with senior level industry executives from a global customer base and a variety of functional roles.

Based on this research, we developed a variety of sales effectiveness tools and contributed to a broad brand evaluation and rebranding program.

Together these programs (VoC and branding) contributed to Brooks' successful turnaround from losing hundreds of millions in 2002/03 to record revenues and profits in 2006."

Brian Bernstein, Director of Marketing, Brooks Automation

"Neil's strategic advice that our company specialize in IT Leadership Development was a tipping point toward our success. At present, we are experiencing a 400% annual growth rate. His ability to assess our company's strengths and our industry's competitive landscape provided great insights as to how our firm should move forward."

Eric Bloom, CEO, Manager Mechanics (The leading provider of IT Leadership Training)

"I had the opportunity to work closely with Neil on several projects over the past year. He is a strong and visionary leader who uses his strategic and operational experience to help clients improve their business focus and results. If you are facing a thorny revenue issue for existing or new products, Neil can provide valuable insight and help."

Martin Coyne, Board Member for many companies including Akamai

"Neil is a master at analyzing processes and finding improvements. His insights and innovative thinking were critical to Brooks increasing its revenue yields from existing customers. He has a consultative style that focuses on problem resolution through teaming rather confrontation that is highly effective in achieving the end result."

Kurt Wieneke, Practice Director, Brooks Automation