

JOHN J. RUF



John has been a Principal with the New England Consulting Group for over twenty years.

John's career spans almost thirty five years in management consulting and marketing management across a range of B-to-C and B-to-B industries including technology, telecom, financial services, retailing and consumer packaged goods.

Prior to joining New England, John was a partner with Booz•Allen & Hamilton, where he managed a variety of domestic and international strategy, merger and acquisition, and innovation assignments for companies as diverse as General Foods, General Electric, Pratt & Whitney, AT&T and Mitsubishi.

John created New England's Lean Marketing™ practice, which he created and trademarked for us. Lean Marketing™ applies the principles of Lean and Six Sigma manufacturing to marketing. John has also been heavily focused on strategy-driven assignments including turnarounds, innovation and growth strategies, as well as marketing organization and process design. Since joining New England, John has been responsible for most of the assignments for B-to-B clients such as IBM, AT&T, Sprint, Stanley Tools, ACNielsen, Office Depot and Motorola.

His clients in consumer goods have included Clorox, Heinz, Kraft, Rubbermaid and Bristol-Myers Squibb in categories ranging from food to housewares to OTC brands.

Beyond consulting, John is also an artist and gourmet chef. John began his career at Young and Rubicam where he rose quickly to Vice President with a focus on new product launches.

John has a BS in finance and an MBA in marketing from the Wharton School. He has authored numerous articles on topics ranging from Lean Marketing™ to "inspirational" retailing, to new products and pricing, to CMO organization and process design.