

## **GARY M. STIBEL**



Gary is the Founder and CEO of the New England Consulting Group, the premier marketing management consulting firm in the world.

Gary's career spans over thirty years of line management and management consulting for businesses that are marketing and sales driven for clients who are market and thought leaders.

Prior to founding the New England Consulting Group, he was an Executive Vice President at Glendinning (the largest marketing and sales management consulting firm in the world at the time), following his position as Marketing Manager at Procter & Gamble.

Gary's experience is focused on the development and implementation of corporate, division and brand strategies and plans. He has been equally successful consulting for small, entrepreneurial and large sophisticated companies ranging from startups to the world's largest, and in categories that are intensely competitive and extraordinarily complicated.

In recent years, Gary has consulted for most of the world's most admired companies, many legendary CEOs and almost all of the most valued brands on the planet. His knowledge base and analytic skills have helped countless companies and executives generate unprecedented growth and avoid costly errors.

Beyond consulting, Gary serves as a coach and mentor to many CEOs and CMOs. He is also the choice for expert opinion on marketing topics for the global business press.

He holds a BS in Mathematics and Economics from the University of Southern California, where he was a University Scholar, and an MBA in marketing and finance from Wharton, where he was a Chrysler Fellow. He graduated in the top 1% of his class from both schools. He is an avid game player, a voracious reader and an active volunteer. He sits on numerous boards – including local charitable, national professional, global corporate and start-up advisory boards.

## 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.

## DAVID H. STONE



Dave has been a Partner at the New England Consulting Group for more than fifteen years.

Dave's career encompasses an extensive combination of management consulting, business development and general line management experience, all with the common goal of driving growth through focused strategies and executable plans.

Prior to joining New England, Dave managed both consumer and B2B organizations including executive positions as Senior Vice President at Honeywell, Chief Marketing Officer at Pepsi International and marketing management at Kraft.

Many of Dave's accomplishments have been focused on building out core business capabilities including multi-channel sales systems, new product development functions, and marketing research protocols for marketing and sales organizations.

During the past ten years at NECG, Dave has been responsible for leading major practice areas including customer and channel management, organization design and brand portfolio management across sectors from food and beverage, to retailing, to financial services and telecommunications. With representative clients such as Nestle, Philips, Sprint, Motorola, Office Depot, Hallmark, VNU, Visa, Simmons and Ocean Spray, he is equally capable of providing counsel to Fortune 50 global organizations as well as to smaller and mid-sized operations.

Dave has also been involved in early stage business concepts providing board-level counsel for start-up ventures including internet video streaming, specialty snacking, mobile applications and content management. As part of this focus, Dave has also been very active providing counsel to private equity firms ranging from Thomas H. Lee Partners, to Bruckmann Rosser Sherrill, to KKR.

Dave received a BA in Economics from Cornell University and an MBA from Bernard Baruch Graduate School of Business, and has been an instructor in business classes at Pace University.

## ROBERT N. LEPRE



Bob is a Partner at the New England Consulting Group, and a key participant in the firm's Innovation, Lean Marketing™, Brand Architecture and Private Equity/Due Diligence practices.

Bob's career covers over 25 years of business management and management consulting for some of the largest and smallest companies who view marketing as the pathway to success.

Prior to joining New England, Bob was Executive Vice President and General Manager at Tambrands, and Executive Vice President at Marketing Corporation of America. His career also includes marketing management responsibilities at Procter & Gamble and Life Savers.

Bob's approach to managing business and his consulting counsel can best be summed up as situationally rigorous, creatively insightful and appropriately impactful and executable. His portfolio of work includes innovative projects focused on new products and organization, global branding and brand equity enhancement, private equity due diligence and management, strategic planning and breakthrough advertising.

His successful assignments at New England span industries and categories and include such companies as Bausch & Lomb, Cadbury-Schwepps, Frito-Lay, Hallmark, Capital One, Sprint and Jenny Craig.

Beyond marketing, Bob spent a number of years as a research chemist at Union Carbide developing customer products based on latex monomers/polymers and elastomers.

He holds a BS degree in chemistry from Columbia University and an MBA from the Wharton Graduate School with a major in marketing and minor in finance. Bob is an avid cook, skier and tennis player, although his cooking specialty (Peasant Italian Food) clearly surpasses his skiing and tennis skills.

# TOM HAYES



Tom is a Partner at the New England Consulting Group, leading and participating in the company's Marketing Due Diligence, Healthcare, Consumer Packaged Goods, Insurance, Business Intelligence and other practice teams.

With over twenty-five years of action in some of the most competitive marketing battles in the annals of business today, Tom brings to bear an extensive and eclectic body of successful experience for his clients.

Tom's successful assignments span an immense array of categories (condoms to cookies), companies (Allied Capital to Procter & Gamble), and brands (AARP to Hershey). His creativity of bi-association has greatly assisted his clients in creating growth and value.

Immediately prior joining New England, Tom was Executive Vice President and Director of Publicis Healthcare. Tom was also a long-time Senior Executive with several major advertising agencies (JWT, Esty, Wells Rich Greene) specializing in managing their most demanding and intense marketing clients.

His approach to his clients is highly action-oriented and based on a fiduciary responsibility to solve the problem ... and drive the business. Some of Tom's particular core competencies include maximizing growth situations and highly competitive battles as well as new product development. Tom is a balanced "left-brain" thinker (Thesis: Mathematical Prediction of the Formability of Metals) and "right brain" thinker (created and wrote a successful world-wide television series for M&M Mars).

Tom is a skilled writer and has published numerous articles in various business and industry publications. He is often quoted for his consumer/customer insights.

Tom has a BS degree in Metallurgical Engineering from North Carolina State, an MBA from Wharton Graduate School, and an LLB. He served three combat tours in Vietnam and is in the Guinness Book of Records as the first person ever to ski on all Seven Continents.

## MARK A. SHAPIRO



Mark has been a Partner at the New England Consulting Group since 2002, and is a member of the Consumer Packaged Goods, Food Service and OTC Global Practice Teams.

Mark's career includes over 25 years in line management and consulting experience in consumer driven business, both in marketing and general management roles.

Prior to joining The New England Consulting Group, he spent over 20 years at General Mills and The Quaker Oats Company, progressing through the marketing ranks before becoming President & General Manager of three different divisions. Later, he was named as the Corporate Strategist at Quaker.

Mark's expertise includes domestic and international businesses, growth and mature categories, significant turnaround experience, M&A assessment and post acquisition integration.

Since joining New England, Mark has concentrated on growth, brand turnaround and segmentation assignments across diverse industries. His clients have benefited from his keen insights into both data and marketplace dynamics, as well as the internal organizational and cultural barriers to progress and change.

Included among his list of representative clients are Bayer, Ross Laboratories, Guenther, Hershey and Dreyer's, among others.

Mark holds a BA degree in political science from Union College, and an MBA in Marketing and Finance from the Kellogg School of Management at Northwestern University. He is a member of the Executive Committee of the Kellogg Alumni Advisory Board, a frequent guest lecturer in marketing classes there, and is a contributor to the 2005 book, *Kellogg on Branding*. Mark's passions include fitness, scuba diving, golf, skiing and wine collecting.

## FREDERIC J. HUSER



Fred is a Partner at the New England Consulting Group and head of our Healthcare practice.

Fred's experience in OTC drugs is extensive, having served as President and CEO of Novartis' North American Consumer Healthcare Division prior to joining New England. While at Novartis and in previous OTC management roles, Fred successfully launched numerous Rx-to-OTC switches including Habitrol (as OTC Private Label), Lamisil AT antifungal, Tavist-D Plus, and Zantac 75. Under Fred's guidance, Novartis' U.S. Consumer Health Company was named "Best OTC Marketer for 1999" by the National Wholesale Druggists Association.

Fred has extensive General Management experience in Rx drugs, having been Vice President and General Manager of the Prescription Medical Division of Burroughs Wellcome Canada, where he initiated the first-ever Canadian pharmaceutical direct-to-consumer advertising for the anti-viral drug Zovirax.

He is one of the leading authorities on the commercial aspects of prescription personalized medicine, having founded Opt-e-scrip, Inc., a Pharmacy Benefit Manager with proprietary technology for determining the cost effectiveness of two chronic care drugs in a single patient.

Fred has expertise in the benefits of outsourcing for the pharmaceutical and biotechnology industries as a former executive responsible for sales and marketing of Cardinal Health's \$2+ billion Pharmaceutical Technologies & Services Division. Fred has also been published in the Journal of Managed Care Pharmacy.

Fred holds a BA in history from Duke University and an MBA from the Harvard Graduate School of Business where he concentrated in Finance and International Marketing. Fred has lectured at the Fuqua School of Business at Duke University and is currently an active healthcare consultant to financial analysts for the Gerson Lehrman Group.

# GAURAV KAPOOR



Gaurav is the youngest Partner at the New England Consulting Group.

Gaurav's career spans over 10 years of multinational marketing, sales and consulting experience. He has worked in India, Canada, and the U.S. across many industries including consumer goods, healthcare, private equity, telecom, and financial services.

Prior to joining New England, Gaurav held marketing and sales positions with J&J Vision Products, Unilever and Vardhman Mills and worked on brands like Acuvue, Surevue and Surf.

At New England, Gaurav specializes in the healthcare industry and has consulted for leading pharmaceutical, diagnostic product, and medical product companies such as Pfizer, J&J, Schering Plough, Bayer, Allergan, and Galderma. He has led the development of many successful new product commercialization, brand positioning, Rx-to-OTC switch and DTC/DTP marketing programs.

Beyond healthcare, Gaurav consults for leading private equity companies, from both a due diligence and post-acquisition management perspective, especially in pharmaceuticals and consumer products for such companies as Madison Dearborn, AEA Investors, Allied Capital, MidOcean Partners and ACI Capital.

Gaurav is the head of two functional practices at New England - thought leadership and analytical modeling. He writes frequently for trade publications, speaks at industry conferences, and has developed new concepts like TRIM (Total Return on Investment Marketing) and  $\Sigma$   $\Sigma$  Sigma Observance for pharmaceutical drugs.

He has an undergraduate degree in engineering from the world-renowned Indian Institute of Technology and an MBA from Carnegie Mellon University.



## TOM A. MUCCIO



Tom recently joined the New England Consulting Group as Partner.

Tom's career spans over 30 years of line management and management consulting, most of it at Procter & Gamble, where he rose from a position in sales to the Senior Customer Strategy Officer in the company reporting to the CEO.

It was during his career at Procter & Gamble that Tom drove the creation of the multifunctional customer team concept; and from the inception of the Wal-Mart/Procter & Gamble Global Relationship in 1987 until his retirement, Tom was the Team Leader.

Tom's experience is focused on helping retailers increase their profitability by implementing proven effective marketing principles and direct to consumer marketing executions. This skill set has proven enormously successful with the world's largest and fastest growing retailers and the more forward thinking marketers and suppliers who partner with and service these customers.

In recent years, Tom has consulted for clients in hard and soft goods, national brands and private labels, manufacturer and retailer and a long list of other domestic and global market readers. Tom is also CEO of Next Generation Industries/Bio Based Systems, which manufactures breakthrough environmentally friendly building products.

Beyond his professional accomplishments, he is a Board Member and Advisory Board Member of several major educational and business foundations. He is the former President of The Strategic Account Management Association; a former member of the Salvation Army Board, the Board of Trustees at John Brown University; and the former Team Leader of the Office of Executive Director for the Soderquist Center for Business Leadership and Ethics.

Tom has a BS degree from Ohio State University in government and organizational behavior. He turned down the opportunity to attend Harvard Business School to accept his position with Procter & Gamble.