



Thomas R. Brown

Summary

With extensive experience in management consulting Tom Brown leads the consulting activities of Power Decisions Group. He holds an MBA from The UC Berkeley Haas Business School where he specialized in marketing strategy and branding. He has held management positions in two Fortune 500 companies and participated in the formation of three start-up companies. He founded and led a major marketing research firm where he designed and managed a broad range of management studies. Tom's special expertise is working with clients in opportunity scanning and strategic decision clarification.

Consulting Projects¹

- **Hewlett Packard** I designed and led numerous studies for HP, both for the Printer Division and the DMD Disk Memory Division. This work primarily involved decisions regarding product design and redesign and pricing sensitivity analysis to identify the optimum price-performance mix.
- **Weyerhaeuser/TrusJoist** This Fortune 500 Company faced an important brand name and positioning decision for its new high-tech product in engineered wood. Our analysis generated, evaluated, and recommended final branding nomenclature and positioning.
- **British Petroleum** This engagement helped BP build its corporate image in the U.S. prior to its acquisition of Sohio with a targeted national image assessment.
- **Beacon Light Products** For this H-P spin-off, I led the development of compelling brand naming and positioning strategy as the focal point of a pull-through consumer strategy in consumer electronics. In a consulting role, I supported the efforts to secure a major international licensing partner.
- **Micron Technology** For the PC subsidiary of this global memory chip leader, I led a consulting engagement to assess their market position and opportunities in the high availability server market.
- **Boise Cascade** As lead project manager and study director, I designed and implemented a nationwide market strategy study to assess the market adoption rates and prospects for a new competitive building materials product, this guiding Boise Cascade's entry into the emerging OSB and waferboard technologies.
- **FMC Corporation** This major chemical firm knew from recent blunders that its reputation was on a slide. Through a strategy study using qualitative and quantitative research, I recommended specific actions how to build community alliances.
- **Game Tree Corp.** Assisted founder in refining product, assessing market, and launching this innovative strategy game into the game market nationally.
- **Fujitsu-Amdahl** For this mainframe education division, I designed and conducted a national study of the US computer education market, and made specific strategy recommendations to expand market share through product packaging and pricing structures.
- **National Semiconductor** This study evaluated the worldwide market for DSP processors. Data collection included high-level interviews of international senior executives in target customer companies. This drove the analysis where I delivered strategic information in the form of a qualitative "best of class" profile and customer expectations to guide their market entry.
- **American Fine Foods** For this major private label consumer foods producer, our role was to guide an 18-month multistage effort to expand their business through a consumer brand new products strategy. Using [the loyalty-category satisfaction matrix](#), and later, conjoint analysis, I recommended a high

¹ I led, designed, managed and served as the principal analyst for these engagements that represent a sample of client projects. They are, in most cases, under NDA confidentiality agreements and requiring brief overview descriptions only.

potential new product category for entry, the price-quality formula, the niche positioning, the brand name, and the introductory advertising theme and strategy.



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Consulting Firms

1998-2003 **Power Decisions Group, Inc. Founder, president**

Consulting in strategy, marketing intelligence, primary market research, and new product and new market entry.

1974-1996 **Marcept Consulting & Research, Inc. Founder, president**

Full service marketing research firm serving technology, consumer, and financial services sectors.

Management and Board Positions

1989-1993	Beacon Light Products, Inc.	Board member
1999-2001	Medical Management, Inc.	Board member
1997-1998	Micron Electronics	Marketing Intelligence Manager
1972 -1973	Bio-Degradable Plastics, Inc.	Founder, Marketing Director
1971-1972	Plastics Unit, Boise Cascade	Regional Manager

Education

MBA: UC, Haas Graduate School of Business, Berkeley, CA

BA Economics: University of Redlands, Redlands, CA

USAR Officer Commission: OCS Course, Ft. Lee, VA

Civic

Member, National Marketing Committee, American Red Cross, Wash. D.C.

Chair, Snake River Regional Red Cross Blood Program, 3 years

Board member, Boise Philharmonic Association, 4 years

Chair, Strategic Planning, Idaho Botanical Garden

Marin County Crisis Information Hotline

Articles

"The Power Decisions Approach to Strategic Intelligence" White Paper, Power Decisions Group, 2001

"Decision Mapping: A mindset and toolset for crafting strategy", White Paper, Power Decisions Group, 2002

"Owning a new 'market space' or product category." Article, Strategy Newsletter, Power Decisions Group, 2003

"Creating a Strategic Opportunity Mindset during Hard Times" Article, Strategy Newsletter, Power Decisions Group, Issue 2. Jan 2003

"Brand Death: Three Brands that Died and Why" Article, Strategy Newsletter, Power Decisions Group, 2002. Issue 1. June 2002

"When Focus Groups Make Sense ... and When They Don't" Article, Strategy Newsletter, Power Decisions Group Issue 1. June 2002

"Perceptual Mapping: A method to define product categories". White Paper, Marcept Consulting & Research. 1989

"Database Marketing Targeting Methods", Micron Electronics, 1997.

References

David Hill, founder, Saatchi Corporate Communications, 415.380.9488

Tom Corrick, GM, Boise Cascade Engineered Wood, 208.384.7153

Ron Porter, President, Beacon Light Products, 208.888.5905

John Liebenthal, Creative Director, Publicis USA, 208.395.8318

Dave Howry, former CEO, U.S. Bank, 425.493.0621

Bob Richards, former CEO, Commerce Bank, Seattle, 206.275.2621

Chris Jones, Hewlett Packard, Printer Division, 208.396.6000

Bill Drake, CEO, Elgin Syferd Drake, 208.342.0925

John Bender, SVP, Boise Cascade Corp, 208.384.6161



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