

One person's journey from RD&E to International Management Consulting

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Alfred A. Sagarese, PE, CMC

BSME . MBA

Member ACCCE

A Snap Shot of the Journey

- University direct to industry
- Realize three-year life rule
 - Singer Sewing Machine
 - Traingle Building Products
 - Cities Service R&D Company
- Finish MBA; PE License; CMC
- Switch to consulting
 - Stevenson, Jordan & Harrison (PA Management Consultants)
 - TECHNOMIC [2x]
 - Strategic Analysis
- Set-up new consultancy: Forrestal



Singer Industrial Sewing Machine Products

- Rotated through departments and functions
 - Manufacturing
 - Sales and Tech Service
 - R & D and Product Development
- Assigned New Ventures Department
- Promoted
 - Program Manager
 - International responsibility
- After three years in upper-level positions, the three-year life cycle kicked in



Lessons Learned at Singer

- When young ask lots of questions
- Listen
- Learn your industry, but don't get locked in
- When you outgrow it, it is time to move on
- An MBA helps with the transition



Triangle Building Products

- Obtained a PE license; MBA
- Joined Institute of Management Consultants
- Joined Corporate Development Department with interest in long-range planning
- Evaluated success of capital investments
 - West Virginia plant had problems



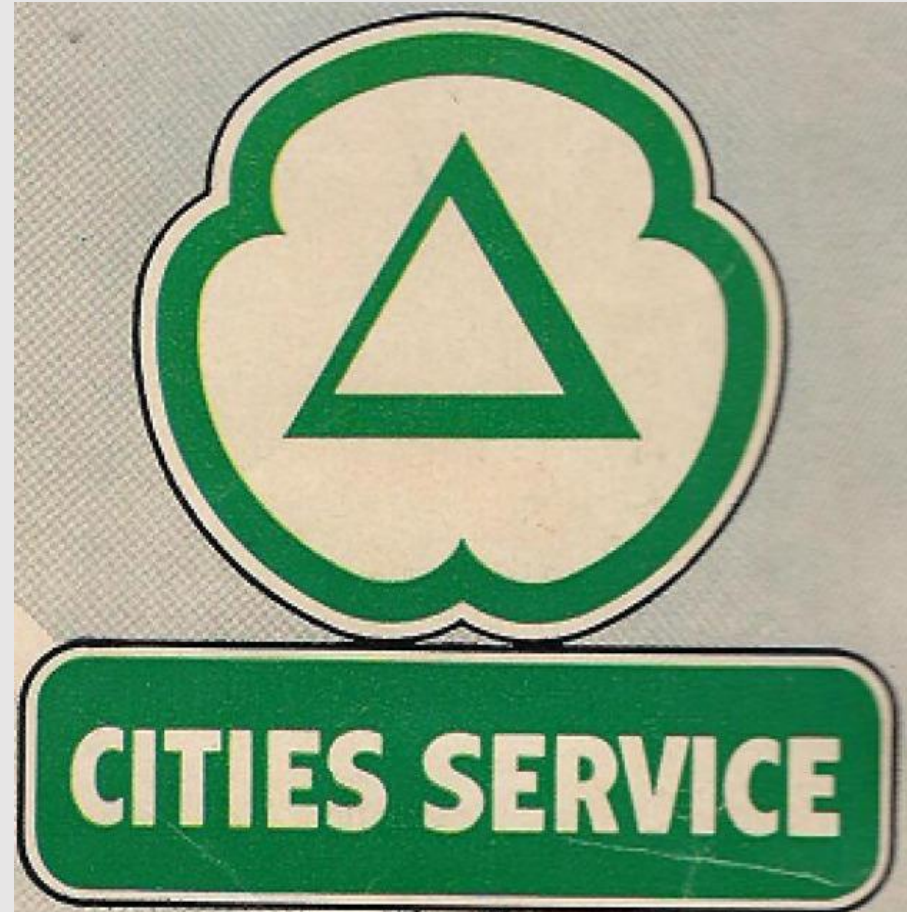
Lessons Learned at Triangle

- Develop interviewing skills
- Learn to get people to open up
- Organize findings
- Balance good insights with weeding out bad inputs
- Generate reports



Cities Service R&D

- Joined Venture Analysis and Management Department
- Assessed opportunities in non-military markets
- Wrote marketing and business plans
- Three-year life cycle
- Advised to resign, RE: by father-son relationship

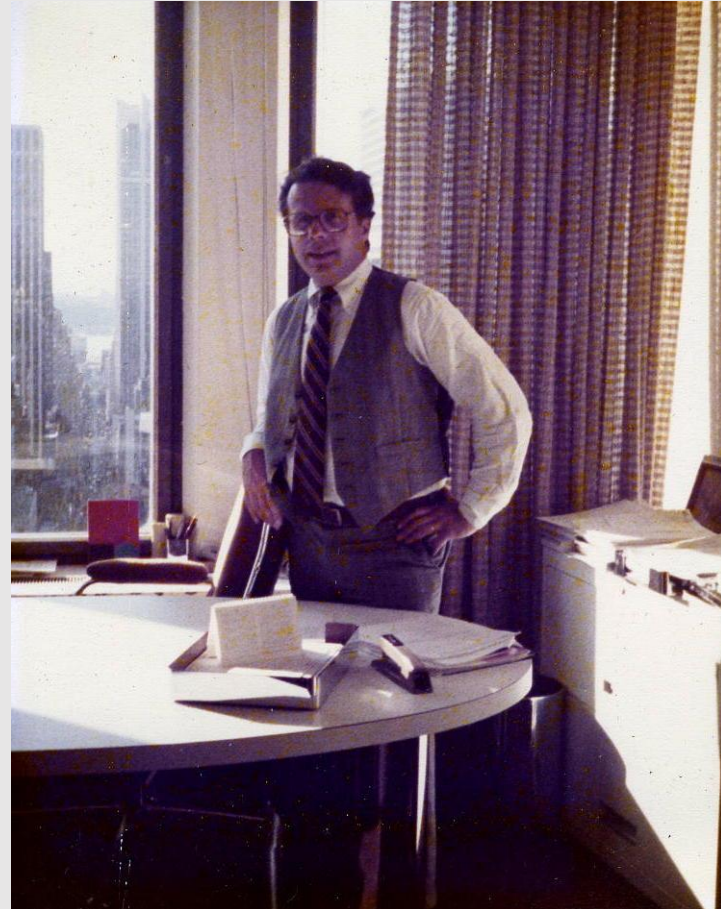


Lessons Learned at Cities Service

- Apply ROI analysis
- Be able to develop business and market plan
- Become an entrepreneur
- Travel internationally
- Gain trust
- All leading to...
Growth in Self Confidence



On to Consulting



PA Management Consultants

- Provided variety of support along with definitive recommendations and action plans
 - general management
 - technology
 - training
 - executive search
 - econometric modeling
 - international representation



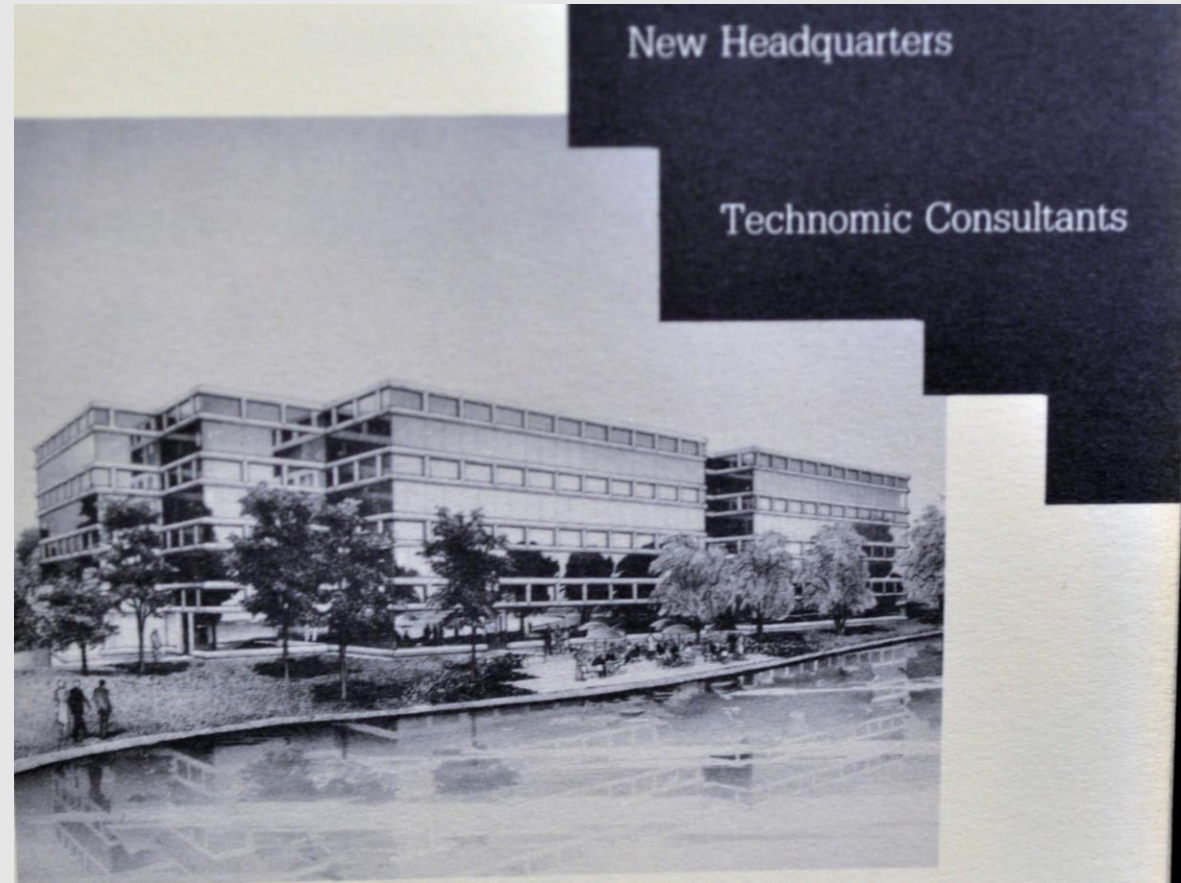
PA Consultants

- Sold and performed:
 - strategic market planning
 - industry audits
 - due diligence
 - competitive analysis
 - market and product segmentation
 - channel analysis
 - market-oriented multiclient studies

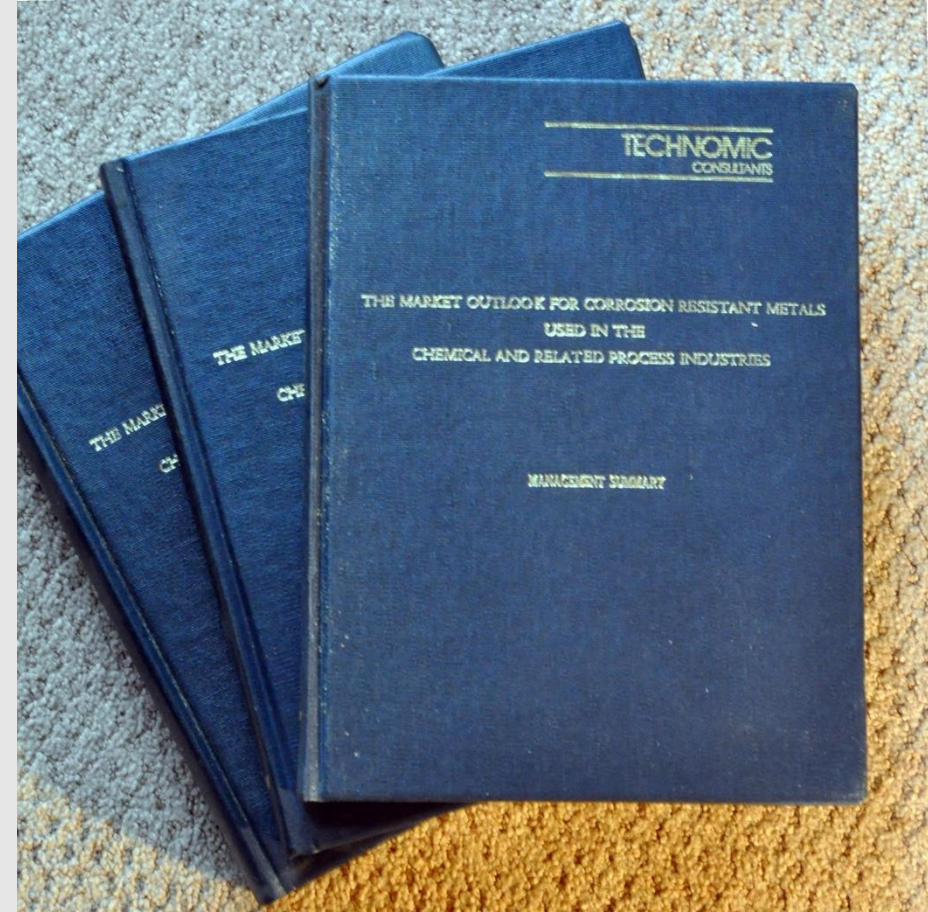
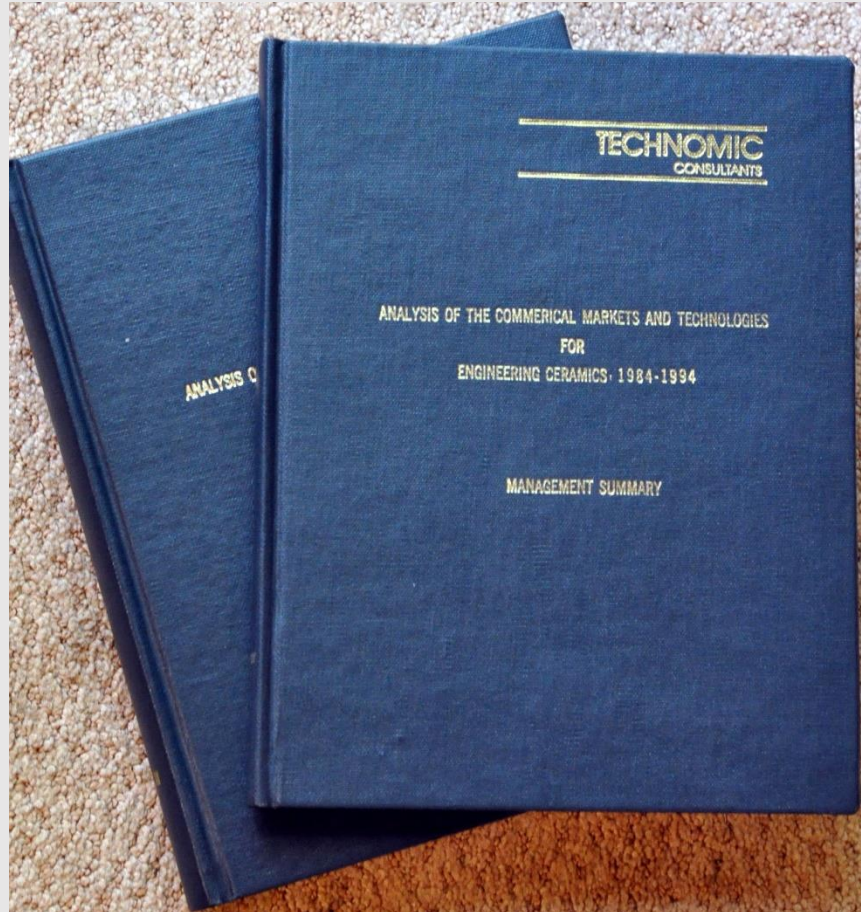


TECHNOMIC

- Advanced my abilities by running the domestic practice of **TECHNOMIC** in NY; now a CMC
 - Brought in 55 new clients to the firm
 - Expanded service into advanced materials by leveraging my industry experiences
 - Built a creative team based in Chicago
 - Served “blue-chip” companies extensively
 - Focused on chemicals, metals, and advanced materials
 - Developed and sold syndicated market-orientated multiclient studies



Industry-wide Landmark Reports



Technomic and Forrestal Services

Industrial Market Research?
Research our professional services first.

TECHNOMIC is a technically knowledgeable, marketing research and consulting organization with offices worldwide.

We have assisted hundreds of firms in product planning, competitive intelligence, determining market size and structure, evaluating and forecasting technological change, acquisitions and strategic planning.

We have particular expertise in:

- Food
- Electronics
- Energy
- Packaging
- Plastics
- Building Products
- International
- Electro-mechanical
- Service Industries
- Chemicals

TECHNOMIC
CONSULTANTS

Strategic or Market Planning?
Consider our planning services first.

TECHNOMIC is a marketing oriented consulting firm with demonstrated competence in industrial and consumer markets.

Our staff of 60 professionals can, if required, develop original market data, competitive intelligence and situation analyses that drive an objective, unbiased strategic plan.

We can assist management in all or part of the strategic planning process—we are specialists in growth planning.

TECHNOMIC
CONSULTANTS

Strategic Competitive Intelligence

Superior knowledge of the competition is vital for success in today's mature markets, but difficult to develop internally.

TECHNOMIC is a marketing oriented consulting firm with demonstrated competence in assessing your competitive environment and forecasting future strategies and actions of your competitors.

Our U.S. and international professional staff can also assist management in developing strategic marketing plans to exploit the competitive situation.

TECHNOMIC
CONSULTANTS

Acquisition?
Acquire our professional services first.

Whether you have a candidate company in mind or need to identify one—we can help.

There are a number of critical steps involved in executing a sound program of acquisition. You need more than an historical analysis of the industry or a candidate since the future outlook must also be objectively assessed.

We are not buyers or sellers or brokers. We specialize in aiding companies in achieving their acquisition goals.

TECHNOMIC
CONSULTANTS

Have you seen the story signaled by our series of advertisements in the Wall Street Journal?
If a client, you already know the wide range of Technomic's services. If not, these reprints introduce the highlights of how we can help you and your business.

We'd be pleased to meet with you to explore how we might assist in achieving your goals for greater growth and profit.

Strategic Analysis Inc

- Hired by **SAI** to help take the firm to the next level
- Ran the basic chemicals, fine chemicals, and fabricated metal practices
- Became an effective proposal writer
- Worked with colleagues that are now with me at Forrestal



Lessons Learned Consulting

- Surround yourself with experienced staff
- Understand that selling is key
- Understand that managing staff is an important success factor
- Early-on focus on industry, on techniques, and on relationships
- Initially sell what you can do yourself or with your team
- Be active in associations and strive for leadership roles
- Present papers and position documents



Started Forrestal

- Began in Princeton in 1999 when TECHNOMIC/Renaissance closed the office at 4:55 P.M. on a Friday
- Outgrowth of several firms
- Staff are market-orientated engineers: ME, ChE, Civil, PhD, and food technologists
 - Advanced degrees and over 20 years of industry experience



Success Factors at Forrestal

- Set up an office with a formal address with supporting staff
- Develop a website that has a clear statement of expertise, focus, and staff
- Keep the website current
- Always work with individuals that share your vision – and are trustworthy
- Be consistent with image and results delivery
- Emphasize case histories, staff expertise, and overall qualifications; International offices



Success Factors at Forrestal

- Take an active role in client engagements
- Be mindful of the proposal with precise deliverables and cost
- Always put the client's name on documents, so they give the feeling of being personal
- In capabilities presentations always listen
- Network
- Be active in trade associations



Trade Association Activity



Staff and Alliance Partner



Staff and Alliance Partner





Forrestal Consultants



We help clients build strategic knowledge

We are a consultancy focused on assisting clients in enhancing their competitive positions through application of business intelligence, analysis and implementation.

[Learn More](#)

Industry Expertise

Forrestal Consultants LLC provides expertise in a variety of industries

- Advanced materials, alloys and metals
- Automotive [tier-1 and tier-2 suppliers]
- Chemical [specialty, fine and pharmaceutical]
- Construction products and building materials
- Electrical products, components and devices
- Equipment [process, metal fabricating]
- Food additives and processing
- Healthcare
- Instrumentation [electronic, medical, control]
- Telecommunications

Any Questions?

Assessing competitive positions . Corporate development . Strategic analysis . Finding JV partners and alliances
Acquisitions (*due diligence*) . Market entry and planning studies . Industry and competitor profiles

Forrestal Consultants LLC . 116 Village Boulevard, Suite 200 . Princeton, NJ . (609) 951-2285
Princeton . Los Angeles . Geneva . London . . Paris . Moscow . Tel Aviv . Sao Paulo . Tokyo

www.forrestalconsultants.com

***YouTube:* <https://www.youtube.com/watch?v=aoehiJ354TE>**