



Maxwell Consulting Associates, Inc.
1083 Stanislaus Drive, Suite 100
Corona, CA 92881

The following talks are about 45 minutes and are overviews and not meant to be exhaustive. They use power point slides and require a projector which can be driven from a laptop. The topics can be shortened for use on a panel as well.

Conrad
www.maxwellca.com

Talk One:
Product and Technology Management

Should you enter a new segment or plan a line extension?

Most management teams will tell you the line extension is lower risk, and a better choice, than entering a new segment. Since companies by nature are risk averse, you should avoid recommending a new segment product plan. New segments are hard to find and rarely exist in today's marketplace. Having a large products line is a great barrier to entry (one stop shop).

Are they right? Can you justify a new segment investment versus a product line extension plan? What quantifiable facts show how a product line extension can be more risky, than a new segment strategy?

Join us as Conrad A. Maxwell, a recognized speaker on product and technology management, explains how a new segment product plan can be better, than a product line extension. Hear how successful market segmentation plans have helped companies raise funds and revitalize growth in existing business units. Hear about some of the techniques and some of the successes (and failures), and how this applies to your business—no matter what size your company is or, which market segment it targets.

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Talk Two:
Product and Technology Management

Can I reduce time-to-market (TTM) for my next product/project?

Most companies have a certain methodology for product/project management that remains in place without change (legacy), for lack of a better way. Most management teams will tell you not to modify the process, as it might slow down the product launch for the entire organization. Since companies understand the value of being early to market, and the value of focused resources, if an improved product/project process existed, would management change?

Can cross-functional teams help? Can TTM be improved? Can product development productivity be enhanced? Can the predictability of product/project completion be improved?

Join us as Conrad A. Maxwell, a recognized speaker on product and technology management, explains how a structured product/project management processes can improve product management. Hear how successful cross-functional teams have helped companies improve TTM and focus scarce resources. Hear about some of the techniques and some of the successes (and failures), and how this applies to your business—no matter what size your company is or, which market segment it targets.

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Talk Three:

Strategic Management

What should change in my business plan to secure second round funding?

Most young companies have a narrow product offering and remain focused in one market niche. To attract second round funding they need show how their technology can span more than one market segment. A defensible strategy shows how the new investors can achieve the proper multiple. This change in focus can be hard to achieve with limited resources, while maintaining the current customers and current products. Most entrepreneurs are very emotionally linked to their initial success, and find the second round process of strategic re-direction difficult. Delivering all the other goals such as, a complete management team, technology barriers and a defensible revenue stream are also very important.

Can proper technology leverage help? Can segmentation methodologies provide the answer? What is the correct business strategy? Do you understand your core competence? Will strategic alliances or partnerships help?

Join us as Conrad A. Maxwell, a recognized speaker on strategic management, explains how a company can go through a structured management process to implement new market segment plans. Hear how successful segmentation plans have helped companies secure second round funding and expanded business unit focus. Hear about some of the techniques and some of the successes (and failures), and how this applies to your business—no matter what size your company is or, which market segment it targets.

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Talk Four:

Professional Services Marketing

Product marketing strategies are not enough to market services

Most executives who start a business of providing professional services have already had a marketing class and feel they are prepared to execute a proper marketing plan. However, there is a difference from marketing products and from marketing services. Most traditional marketing plans are written from a product perspective and use the traditional 4P's approach (Product, Place, Promotion, Price), while service marketing plans require 7P's (the original 4 and, Physical, Process, People). Without these extra steps the plan is not complete and might fail to work.

Can you define the augmented service? Is there a strategy for differentiation? Can you define your marketing machine? Can you define your complete service flow and market segment?

Join us as Conrad A. Maxwell, a recognized speaker on services marketing, explains how a company can complete their marketing plan for professional services. Hear how successful service marketing plans have helped companies secure new business. Hear about some of the techniques and some of the successes (and failures), and how this applies to your business—no matter what size your company is or, which market segment it targets.

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CEO and President of Maxwell Consulting Associates, Inc.



Conrad started his career in Silicon Valley in the early 80's at Dyan Corp. He worked as an R&D Manager at Dyan and was over new product design and development of robotic hard drive and floppy media alignment machines. He then went into Product Management responsible for Retail and O.E.M. products lines at GTL Ltd. / ComputerLand, then similar roles at Samsung and at Everex Systems . From retail/O.E.M. Product Management, he went on to semiconductors product marketing, he was at VLSI Technology in Strategic Marketing and managed their investment into new technologies. From there he went to Conexant Systems Inc. (formerly Rockwell), and was the Director of Technology/Product Planning. He now runs

Maxwell Consulting Associates, a firm that helps companies with their Product & Technology Planning, Business Planning and Business Development, IP Licensing, Management and Technical Marketing.

He has an Electrical Engineering Degree, a B. S. from Cal State Hayward, and an MBA from ASU. He has been published in a technology textbook, many magazines, many technical journals, helped write multiple industry standards and has patents and patents pending. He is an instructor of Marketing at UCI Extensions and was the chairman of the Interactive Audio SIG -Three Dimensional Working Group, Member of the Board of Directors for the HomePNA and ACR SIG, and a voting member of the Bluetooth PAN working group, WECA/WiFi WG, 802.11 WGs, 802.1WGs, DVD Forum, USB WG and VESA WGs. He currently participates in SATA IO WGs, PCIe and T13.

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