



MEET OUR ADVISORY PRACTICE LEADERS



TIM POWELL is a Managing Principal of FSIP. His responsibilities include recommending and developing business strategies, market sizing, designing qualitative and quantitative research methods, strategic planning and project management. Tim serves as a trusted foodservice adviser to management at several food companies.

Prior to joining FSIP, he spent several years with foodservice research and consulting firm Technomic as a Principal. Tim previously worked in similar consulting and marketing roles with KPMG LLP and IBM. Tim earned his Bachelor of Arts in Journalism at The Ohio State University and a Masters of Business Administration degree at the University of Illinois. He has completed graduate level social science and economics courses at the University of Chicago.



ABBY DEAN is a Sr. Director of Marketing Insights with FSIP. Abby has more than 20 years' experience serving clients in the food and beverage industry. She specializes in developing marketing communication strategies for companies that span the supply chain—from producers, manufacturers and distributors, to restaurant operators and retailers.

Abby earned her Bachelor of Arts degree from Indiana University and has completed continuing education certification in Digital Media.

FSIP Management Advisory Services

Trusted strategic guidance for executive teams

Many companies struggle with the need for a foodservice research expert that not only understands and interprets data, but can make the connection in a few brief points to your business. In our experience, food companies often lack the necessary resources to develop, write, translate and orally communicate raw and formatted research reports.

Foodservice IP (FSIP) consultants are experts in the research discipline, the food and beverage industry, strategy and business frameworks that fuel that fuel a business strategy.

WE SUPPORT YOU EVERY STEP OF THE WAY

Tactical

- Develop/check field instruments
- Interpret data sets, industry reports and syndicated data
- Translate existing research into a one-page, bulleted and relevant document
- Assist in writing a research RFP
- Answer business questions quickly
- Create custom infographics, reports or topical strategic briefings (for internal or external use) with your firm's branding

Strategic

- Evaluate current plans to ensure a compelling strategy with a clear organizational vision
- Conduct periodical audits of your business situation and programs
- Perform regular analyses to identify key issues and opportunities
- Develop or fine tune appropriate strategies to meet plan objectives
- Deliver a collaborative strategic process to be managed as an ongoing tool

DELIVERABLES

- Insights provided in your preferred format — including complete business or marketing plans, executive summaries, reports, webinars, focus groups, round-table discussions, phone calls, etc.
- FSIP will sign a non-disclosure agreement, ensuring confidentiality and exclusivity of proprietary information

LET'S BUILD A BETTER STRATEGY!

To jump-start your access to best-in-class foodservice expertise, contact a FSIP representative today:

TIM POWELL
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773.710.4893
tpowell@foodserviceip.com

ABBY DEAN
Sr. Director, Marketing Insights
773.615.8021
adean@foodserviceip.com

PROGRAM ACCEPTANCE

FSIP Advisory Services

YES, I'd like to participate in the program at the following commitment level:

- 10 hours for \$5,000 15 hours for \$7,500 20 hours for \$10,000

ACCEPTANCE

Name _____

Title _____

Company _____

Address _____

Phone _____

Fax _____

Email _____

Signed _____

Date _____

Once approved, please sign, scan and email to the attention of:

TIM POWELL

tpowell@foodserviceip.com

Thank you for your business!