



SATOV Deepens Its Strategy Implementation Capabilities

Acting on market need to link strategy to proven results

TORONTO, May 26, 2011 - A thoughtful and fact based corporate strategy can be the difference between industry leadership and being left behind in today's competitive economy. The corporate strategy process has been demystified, but companies of all sizes continue to struggle with what can become the most challenging piece of the puzzle – implementation. Recognizing that implementation success is crucial to the realization of strategy, SATOV has deepened its expertise with the addition of Marion Halmos, who will lead the firm's clients through the strategy implementation process.

"We have always been a leader in providing implementation alongside strategy," said Mark Satov, founder and leader, SATOV. "Marion's vast experience in the people management side of implementation, including designing effective organizations and leading executive teams through change, adds a critical dimension to our strategies. We continue down the path of acquiring partners in specific areas to build our capabilities."

Marion is a results-driven business leader with more than 20 years industry and consulting experience. In a high engagement format, she works with CEOs and senior executives to articulate strategy, understand the implications and develop a comprehensive implementation plan to achieve business transformation. Marion's clients benefit from her expertise in managing complex situations and building successful and effective teams that achieve results.

"I was drawn to SATOV because of the quality of work they do. I felt an alignment between SATOV's approach and my experience in helping clients to address barriers to change, ensuring adequate project management and viewing the organization holistically," said Marion Halmos, Partner, SATOV. "The SATOV team brings a well-designed analytical strategy creation process based on primary research that will allow me to counsel clients with an even more detailed understanding of their organization."

ABOUT SATOV

SATOV is a mid-sized and growing management consulting firm. The firm is rooted in applying the core strategy analytical methodologies to midmarket firms with a hands-on, operational style and an implementation based approach. SATOV's differentiation lies in its ability to bring together a client's corporate strategy, customer strategy and operations strategy, which is critical for midmarket firms who need to purchase integrated and affordable strategy advice. The firm has deep implementation capabilities from both a program and people management perspective to ensure the strategy is successfully implemented.