



# Net Results

STRATEGIC PARTNERS LLC

## *Capabilities Overview*

■ 888.553.8080 ■

[www.netresultsllc.com](http://www.netresultsllc.com)

*Net Results' team of senior executives has a track record of achieving results for clients.*

## *We Deliver*

*Customized  
Approach*

*Results  
Orientation*

*Creative and executable  
results to drive business  
improvement*

*Our “working” team has an average of 20 years experience*



*Our experience enables us to quickly deliver valuable results.*



**We know your industry and issues and come up to speed quickly**



*Our integrated approach ensures your whole business grows and improves.*



We leverage deep expertise in several converging industries.

Partial List

## Consumer Products / Retail



## Entertainment / Media



## High Technology



*Clients get access to over a century of experience with major companies and consulting firms.*

<b>Partner</b>	<b>Years Experience</b>	<b>Previous Experience</b>
<b>John Feenie</b>	<b>28</b>	<b>Walt Disney; Philip Morris</b>
<b>Rand Fisher</b>	<b>19</b>	<b>SPI Technologies</b>
<b>Jill Fleming</b>	<b>20</b>	<b>PwC; May Dept. Stores</b>
<b>Sharon Harwood</b>	<b>21</b>	<b>Walt Disney Co.; Echelon Cnsltg.</b>
<b>Scott Kratzer</b>	<b>19</b>	<b>Concours Group; AT Kearny</b>
<b>Alexis Kuta</b>	<b>18</b>	<b>PwC; Pillsbury Company</b>
<b>Derick TeeKing</b>	<b>12</b>	<b>Reebok Intl; Scient; PwC</b>
<b>Ysette Witteveen</b>	<b>16</b>	<b>RazorFish; Monitor Co.; PwC</b>



## *We have helped clients on a broad range of issues.*

*Partial List*

### *Consumer Products / Retail*

***Apparel Catalog Retailer*** – Developed POS System requirements for outlet store. Assisted in expansion strategy for new stores including focus groups, site selection, and all store operations processes and procedures.

### *Entertainment / Media*

***Subsidiary of Major Cable MSOs*** – Identified key positioning elements, target customers, and organizational and operating requirements to capture a substantial share of a lucrative advertising market; developed sales materials.

### *High Technology*

***Irrigation Technology Company*** – Redesigned product, pricing, and marketing strategy resulting in client achieving major investment and OEM marketing alliances.



# Industry expert partners bring specific depth of expertise.

Example

## Retail Forward

(formerly Management Horizons)

- 36 year old start-up focused on the retail industry

## Complementary Services

- Research:
  - Retail Forward Intelligence System (ongoing leading research on the retail market: Retail Today)
- Primary consumer research



[www.retailforward.com](http://www.retailforward.com)

May 2007

*The Retail Economist*  
**The Elusive Rebound**  
Retail sales and consumer spending are moving through their weakest period of the past couple of years. That's much clearer now that time has sorted out the impact of the factors – notably, bad weather, a shift of the Easter holiday and war – that in recent months made it difficult to decipher the underlying trends.  
Now, there are at least two major questions: What will stimulate the consumer economy out of its weak period? And when will that happen? ..... pg. 3

*Retail Forum*  
**Wholesaling – Exit Stage Left?**  
In early May, after being involved in the wholesale distribution industry for 13 years, the world's largest company "skinned" the business. Wal-Mart sold McLane Co. to Berkshire Hathaway, an entity owned by Warren Buffett, and Merit Distribution Services to Swift Transportation Co. .... pg. 5  
In this issue Retail Forum also looks at RFID and recent merchandising efforts ..... pg. 6

*Retail Performance*  
**No Post-War Surge**  
Both company and industry sales increased at a modest pace in April. The weighted composite of same-store sales reported by retailers improved to a 3.0% gain. At the same time, government-reported retail sales, excluding autos and gasoline (a broader measure than the company data that also includes sectors such as consumer electronics and food stores) increased at a weaker 2.4% rate. April's soft performance suggests that heightened job worries are taking a bigger toll on consumer spending, offsetting the positive impact of a post-war rebound in confidence and moderating energy prices. Same-store sales, which are not seasonally adjusted, got a boost from a late Easter. .... pg. 10

**Company vs. Industry Performance**  
(Percent Change Year-over-Year)

Source: U.S. Department of Commerce, company press releases, and Retail Forward, Inc.

RETAILFORWARD

*Detailed Service Offerings*



*We tailor projects to effectively address client needs.*

## **Service Offerings**

### **Strategy and Growth**

- Business planning
- Growth strategy
- M&A and divestiture strategy
- Strategic alliance identification / negotiations

### **Marketing and Customer Relationship**

- Marketing strategy (e.g. segmentation, positioning)
- Pricing strategy
- Sales strategy and implementation
- Customer loyalty and retention



*We tailor projects to effectively address client needs.*

## **Service Offerings**

### **Organizational Design and Performance**

- Performance management systems
- Employee satisfaction programs
- Pre-/ Post-Merger integrations
- Corporate training & culture development
- Executive mentoring / succession planning

### **Operations Improvement**

- Operational turnarounds
- Cost management and reduction
- Process reengineering & quality improvement
- Business process outsourcing
- Customer service improvement



# *Appendix*

## *Partner Bios*



## **John J. Feenie**

- Business Development
- International Operations
- Licensing
- Marketing / Brand Management

**John** has over 28 years of experience in executive positions in both domestic and international markets. His expertise is in executing successful strategies in diverse markets. Previously, he was a was the President and CEO of planetLingo, a web-based education product. Mr. Feenie has held numerous positions at the Walt Disney Company including EVP and President, Asia/Pacific. His positions at Philip Morris Co., Inc. included Vice President for Philip Morris Asia, Managing Director for Japan and Manager of Planning for 7-Up (U.S. and International). He also served as a brand manager for Lindeman Holdings Ltd. in Sydney. Mr. Feenie holds a certificate from the Advanced Management Program (AMP) from Harvard Business School, his MBA from Macquarie University in Sydney, and B.S. in Biochemistry from the University of Sydney.

## **Randal C. Fisher**

- Business Process Outsourcing
- Joint Ventures
- Mergers and Due Diligence
- Fund Raising

**Rand** has over 15 years of experience in investment banking and strategic planning, including 3 years of cross boarder M&A /business development in India and SE Asia. His expertise is in business process outsourcing (BPO), structuring and financing acquisitions and JVs, and placing private financings of both debt and equity. Most recently, he was VP, M&A for SPI Technologies, Inc., a large Asian BPO company. Previously, he was a co-founder/Director of MedFirst Healthcare, Inc.; an investment and merchant banker with the Tribeca Group; a SVP at Healthcare Capital Resources; and VP and Senior Analyst at Beekman Research. Mr. Fisher holds his MBA from New York University, Graduate Management Certificates in Healthcare from UC Irvine and Biotechnology Value Creation Strategies from Kellogg School of Management at Northwestern University, and a B.A. in Political Science from Virginia Commonwealth University.



## ***Jill W. Fleming***

- Strategic Planning
- Retail Operations

- Supply Chain Management
- Information Technology

**Jill** has over 20 years of experience in business operations and information technology covering the retail, consumer products and entertainment industries. Her expertise is in developing and implementing strategic operational changes to improve business performance. Previously, Jill was part of the start-up management team for Evant, Inc., a leading edge software company. She has led consulting engagements with such clients as NIKE, Federated Department Stores, May Department Stores, Walt Disney, Sony Pictures Entertainment, and MGM Studios position while at PricewaterhouseCoopers. She has also held senior level positions in operations and IT management a May Department Stores. Jill has a B.S. from California State University, San Diego in Business Administration emphasis in Finance.

## ***Sharon M. Harwood***

- Organizational Development
- Operations Improvement
- Training
- Empl / Cust Satisfaction

**Sharon** has over 21 years of experience developing and implementing service management and quality programs. Her clients in the past 10 years have included BMW, Hilton, Toyota, AutoNation, JD Powers, and numerous auto retailers. Her expertise is in organization effectiveness, customer / employee satisfaction, and leadership coaching. Previously, at the Walt Disney Company she managed Disney University; designed and implemented transformation strategies critical to the Eisner / Wells turnaround; and worked on new business start-ups and acquisitions including the Disney Stores, Disney Channel and KCAL TV and Euro-Disneyland. Ms. Harwood holds an MBA from Harvard Business School, a Masters in Human Resources and Organizational Design from USF, and two B.S. degrees and a secondary education teaching credential from UC Davis.



## Scott E. Kratzer

- Strategic Planning
- Innovation
- Marketing Strategy
- Corporate Finance

**Scott** has over 19 years of experience in strategic, marketing, and operational roles. His clients have included Ford, GM, Johnson & Johnson, Cargill, and Tyson Foods. Most recently, he has held senior-level positions at The Concours Group, a boutique strategy and innovation consulting firm. At Concours, Mr. Kratzer helped clients to articulate and implement new, innovative strategies. Prior to his career in consulting, Scott held management positions in Banking and International Finance at UBS and Harris Trust & Savings Bank. At UBS, Scott was responsible for commercial and investment banking relationships with several large Midwestern companies. Mr. Kratzer holds a Master's in Management from the Kellogg School of Management at Northwestern University, and an A.B. from the University of Chicago in Politics, Economics, Rhetoric and Law.

## Alexis A. Kuta

- Strategic Planning
- Organization Improvement
- Operations Improvement
- Manufacturing Strategy

**Alexis** has over 18 years of experience in strategic and operational roles that include Strategic Planning and New Business Development with Edison International and the Strategic Consulting Group at Price Waterhouse LLP (now PwC). Ms. Kuta also held management and operating positions at Mattel, Inc., The Pillsbury Company, and Eastman Kodak Company. Her clients have included Cosmetics Plus, Harry & David, Lawry's, Sparklett's Water, DreamWorks, Disney, LEGO, and, Anheuser Busch. Typical projects include developing e-commerce capabilities for several bricks and mortar retailers, improving organizational performance for several consumer products companies, and improving costs for a catalog and outlet retailer. Ms. Kuta holds her MBA from Harvard Business School, and B.S. in Chemical Engineering from Purdue University.



## Derick B. TeeKing

- Store Operations
- Merchandising / Retail
- E-commerce / Internet
- Strategic Planning

**Derick** has over 12 years of experience in senior management and consulting in retail, consumer products, and apparel. He has significant experience in strategic planning, business development, and strategic partnerships. Previously, Derick was Senior Director of Retail Development for Reebok International. There he developed and implemented Reebok's overall retail strategy including urban, outlet, and full-priced concepts. As a Director for Scient and for Go.Com, Derick assisted retailers with web-supported strategies. Derick was also a Consultant with Price Waterhouse / Management Horizons and a Merchandise Manager with Polo Ralph Lauren. Mr. TeeKing has an MBA from the University of Chicago in Finance, Marketing and Accounting and a B.A. (cum laude) in Economics with a Minor in Art History from the University of Vermont.

## Ysette Witteveen

- Strategic Planning
- Marketing Strategy
- Customer Loyalty
- Organization Design

**Ysette** has over 16 years of management and consulting experience. Her expertise is in developing on- and offline strategies and designing organizations to meet business objectives. Ysette has led many strategy development, product positioning, customer loyalty, organizational design, and merger integration projects in the retail, technology, and entertainment and media industries. Previously, Ysette was a Client Partner and Director of Strategy at Razorfish, a Global Account Manager with the Monitor Group, a top tier strategy consulting firm, and a Consultant with Price Waterhouse LLC. She also has been a commercial real estate investment advisor. Her clients have included Contempo Casuals, Patagonia, Harry & David, MGM Stores, National Cable Communications, Sony, and Palm. Ms. Witteveen has an MBA from the Anderson Graduate School of Management at UCLA and a BBA in Finance from the University of Michigan.

