

News Release

STEVE GRUNDMAN ANNOUNCES THE FORMATION OF GRUNDMAN ADVISORY LLC Helping Executives Make Good Strategic Choices

Sandwich, Massachusetts (6 September 2011) — Steven Grundman, the former Director of Aerospace & Defense Consulting at Charles River Associates (CRA), is pleased to announce the formation of Grundman Advisory LLC. Grundman Advisory is a professional services firm focused on helping executives in public, private, and non-profit enterprises make good strategic choices. The company offers clients access to Steve's knowledge of aerospace and defense markets, national security, and public policy, and to his know-how about making and implementing strategic choices in complex enterprises. Clients will value Grundman Advisory for the attention Steve commits to each assignment, the quality of thinking that underlies his advice, and the discipline he employs to engage clients and achieve results.

Grundman Advisory carries forward the standards of client service and thought leadership that distinguished Steve's leadership of A&D Consulting at CRA. But his new firm aims to focus those practices on the problem of strategic choice across a broader range of enterprises. "Without diminishing my passion for working with aerospace and defense companies," Steve explains, "the formation of Grundman Advisory creates a platform from which I also can take my consulting tradecraft to clients in other markets, in government, and in the non-profit sector."

To amplify its scope and capability, Grundman Advisory cultivates a network of experts and organizations encompassing an array of markets (e.g., transportation, education, arts), analytic disciplines (e.g., survey research, valuation) and managerial systems (e.g., operations, technology management). As assignments may require it, Grundman Advisory validates the need for these resources, qualifies them, and integrates subcontractors' efforts into the overall assignment. "Like the general contractor who organizes several building tradesmen to renovate a house," Steve analogizes, "a part of my value proposition is the ability efficiently to match disparate professional services capabilities to clients' needs."

Grundman Advisory's approach to helping clients make good strategic choices is framed by three principles. First, good strategic choices flow from a distinct vision for how an enterprise will grow its value to the entire community of stakeholders in its success. Second, these choices orient the enterprise on specific objectives and clarify the who, what, where, when, and how of their achievement. And third, the discipline of strategic choice imposes goals by which progress toward the realization of the enterprise's vision can be measured and managed over time. Vision. Mission. Goals. They're what Grundman Advisory is all about.

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