



# **business value associates**

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an introduction



# business value associates

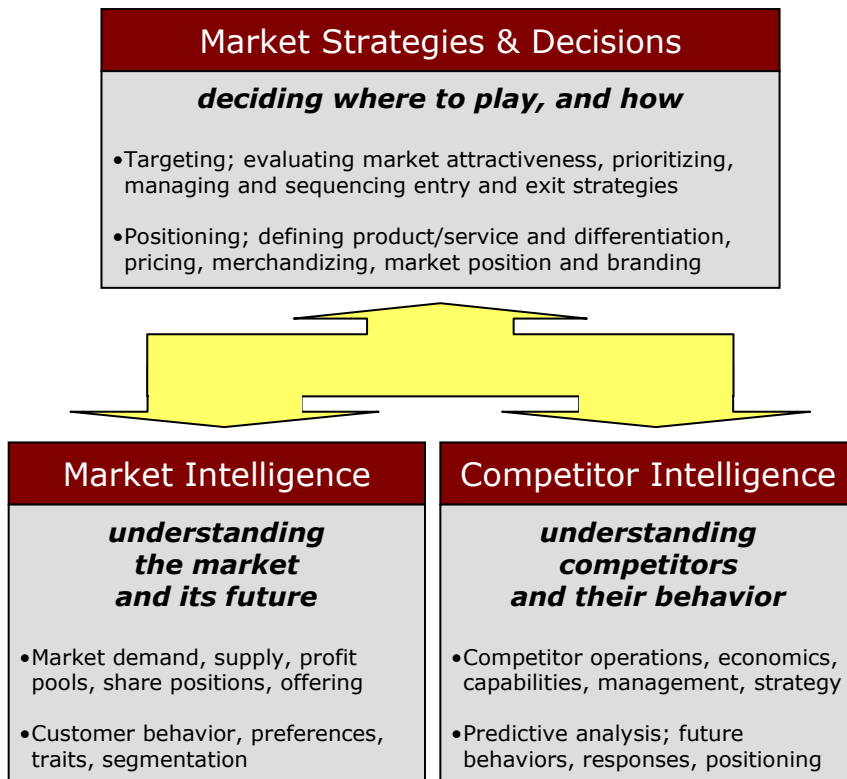
We are a market strategy consultancy.

We deploy seasoned consultants  
and a sophisticated research and analysis capability  
to help our clients create  
superior market positioning and competitive strategies.

The strategies we formulate are oriented around  
maximizing long term cash flow and shareholder value.

# what we do

Market strategy has a more powerful impact to the value of a business than any other aspect of business strategy. This is because it addresses 'top-line' factors - such as share, price and demand - which have many times the impact to cash flow than operating expenses and activities.



creating superior  
returns through  
effective  
market action

We take pride in our distinctive approach to client service:

- **A strategic** orientation to business issues
- **Pragmatic** approach to solutions
- Highly **flexible** to client culture
- **Neutral** positioning and advice
- Philosophy of **teaming** with client
- **Respectful** and attentive to all views



# who we are

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## **V Rory Jones** Principal

MBA University of Chicago  
BSc City University,  
London

Rory Jones has extensive experience analyzing markets, competitors and customers, and crafting strategies that deliver superior returns.

Rory began with Thomson Consumer Electronics in Europe as a manager in Operations and Marketing. Since then he has advised senior Fortune 500 managers as a strategy consultant with Marakon Associates, and PricewaterhouseCoopers, where he was a Partner in the business.

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our Principals  
bring 50 years  
of experience in  
market strategy

## **David Schneider** Principal

MS University of New Mexico  
BS Clarkson University

David Schneider is nationally recognized for his talent in re-crafting the strategic situation in markets.

David has held senior positions at GE and Grumman, and was the Americas leader of PricewaterhouseCoopers strategy consulting. Prior to joining BVA, he was the Chairman and CEO of Nextera, a publicly traded global services business.

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## **Eric Peterson** Principal

MBA Northwestern University  
BS University of California,  
Berkeley

Eric Peterson specializes in growth strategies and new business development. He is a pragmatic, hands-on problem solver with the ability to quickly deliver concrete, measurable results.

Eric started his career with Allied Signal. Prior to joining BVA he was a Partner in the PricewaterhouseCoopers strategy consulting practice.

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# who we serve

Our principals have served some of the world’s leading market players; most are in highly competitive and/or dynamic markets. Such battleground markets face rapidly evolving forces, and have a significant need for a fact-based and pragmatic approach to building performance over time, and creating shareholder value.

Clients tend to be Fortune 500 companies, their business units, and other mid-sized enterprises. Our focus on shareholder value creation resonates most with senior managers - accountable the overall performance of their business.

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## some of our clients ...



SONY



“that’s exactly what we needed”

- market manager  
major printer manufacturer



# making the connection

For more information on market strategy and Business Value Associates, please contact one of our Principals:

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