

PAMELA V. GUTMAN

Senior Consultant
Technology and Innovation Management

Specialized Professional Competence

Strategic business planning, market assessments, and consumer analysis; competitive and industry reviews and market studies; extensive research experience obtaining and analyzing market, industry and technical data and strategies in service industries; consumer-packaged goods; food; health; general manufacturing, and environmental

Professional and Business Experience

Assisted in the development of a U.S. market positioning strategy for a consumer analgesic of a Far East Asian company, using SRI's Values and Lifestyles™ consumer segmentation
Led the analysis of consumer and competitive trends in the U.S. paintbrush and roller markets and implications of various entry strategies for a Mexican company
Led the analysis of consumer and competitive trends in the U.S. and Mexican ceramic tile, sanitary ware, metal cookware, and dinnerware industries for a Mexican company
Analyzed competitive and consumer trends in the diaper markets in the U.S. and Mexico
Assessed the R&D needs and consumer trends in the residential gas appliance industry
Conducted the competitive review and analysis of the frozen dinner and entree market segments for a major packaged goods company
Comanaged the development and execution of the retail and corporate advertising strategies for two California banks
Managed the international product management area for the Latin American Division of a major New York bank
Devised and implemented the Western regional marketing plan for a commercial film production company
Positioned a major European telecommunications company in the international value-added telecommunication services market
Analyzed the diversification strategies of a large American entertainment and theme park company for a Japanese engineering and construction company
Developed a strategic planning methodology for a major French bank's South American operations and identified the strategic and competitive issues in each market environment

Other Professional Experience

International product management and international lending: Chemical Bank and Citicorp
Advertising and marketing management: Ogilvy and Mather and James Productions

Academic Background

B.A. in political science/international relations, University of California at Los Angeles;
M.I.M., American Graduate School of International Management

Language Proficiency:

French

Publications

Co-author, "Residential Gas Appliance Market Needs Assessment," for the Gas Research Institute. April 1994

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