



Mitch Goodkin
MBG Consulting



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Business Consultant and Strategist with 25 Years Experience

ASSIGNMENTS

Our clients are senior level managers and executives from a variety of industries. We work to **quickly improve business results**, by facilitating development and deployment of **business and marketing strategies**, with an emphasis on **customer loyalty**.

SPECIALITIES

- * Strategic and Tactical Planning, development & deployment
- * Customer Loyalty Improvement
- * Customer Experience Management
- * Customer Experience Design
- * Enterprise Plan Alignment and Communication
- * Scenario Planning
- * Business Assessment
- * Metric Creation/ Implementation
- * Process Improvement

CLIENT COMMENTS

“Mitch’s overall business acumen and insights, expertise in working collaboratively with all levels of management, and ability to quickly produce high quality and actionable results is unique and incredibly valuable.” - VP Global Marketing, Fortune 50 Company

“Mitch led the strategic and marketing plan development and deployment for my organization. He has the unique ability to balance business management principles with the need to quickly develop action plans that drive immediate and long term results.” - Director, Fortune 50 Technology Company

Strategic Planning

- ✓ Led creation of strategic business plan for a multi-billion dollar Global IT Services organization. Plans accomplished greater than industry growth and improved profit margins.
- ✓ Created strategic plan for the Executive Briefing Center of a Fortune 50 Company
- ✓ Analyzed two multi-billion dollar Corporate acquisition candidates and presented recommendations to Senior management
- ✓ Worked with Executive Director of non-profit organization to develop its strategic plan and metrics for presentation to Board of Directors

Customer Experience/Loyalty/Marketing/Communication

- ✓ Co-led win of \$90 million Managed Services contract for Fortune 50 Company; managed deal pursuit strategy and execution
- ✓ Led multiple projects resulting in significant customer experience improvements throughout product/service life cycles
- ✓ Developed and implemented marketing and communication plans for Fortune 50 Executive Briefing Centers

Business Assessment/Scenario Planning

- ✓ Designed and implemented new Business Assessment Program for multi-billion dollar global corporation
- ✓ Facilitated scenario planning projects for multiple teams
- ✓ Appointed Examiner, California Awards for Performance Excellence (CA “Baldrige-based” program)

Mitch Goodkin received a B.S. with distinction in *Business Management and Marketing* from Cornell University, and has completed graduate level course work. Prior to founding MBG Consulting, he worked at Hewlett-Packard Company, where he held numerous senior level management positions in multiple functional areas, including strategy, marketing, business development, quality and finance.