



ABOUT HOWARD GLAZER

I specialize in helping startup, small and medium sized companies navigate through typical growing pains such as business development, access to capital, strategic planning, research, data analysis and operations. I can help you scale your business so you can focus on running your business.

I have decades of experience in starting, funding and successfully growing businesses. I've helped companies raise capital, expand into new markets, increase sales, develop strategic relationships and scale internationally. I can do the same for you!

I have over 25 years of entrepreneurial, managerial and operational experience. I excel in strategic planning, creative thinking, research and analysis and have a passion for gaining, developing and scaling business opportunities.

I thrive on challenges and solving problems by bringing a fresh perspective to any situation. While many others fear or are intimidated by change, I welcome it as an opportunity. I am a strategic thinker and am able to use the resources at hand as efficiently as possible to find the answers and solutions to any given problem.

I'm an effective negotiator with the aim of always providing a balanced approach to achieve a win-win conclusion. There are always many views and options for handling any given situation and I'm skilled at piecing it all together and developing a satisfactory solution for all those involved.

I strongly believe in being able to back up suggestions and strategies by putting significant emphasis on gathering the required research and providing thoughtful analysis. All my experience and knowledge is available to help you grow your business and achieve your goals.

STRATEGIC PLANNING

A plan without the right strategy is just a wish

Determining the right strategic plan for growing your business is essential. Similar to chess, every move has a counter move and the ability to visualize several moves ahead is a competitive edge. Whether you plan to expand, merge, acquire or eventually sell, I can assist you in reaching your target through a comprehensive action plan.

In today's competitive environment, businesses need to develop an agile strategy to achieve sustainable growth and thrive in rapidly changing markets. This requires a growth strategy that is coherent, in line with market trends, continually monitored and implementable within the available resources. I can help guide you through these challenges and create a winning strategy.

My strategies encompass many different aspects of your business that all work together to achieve your goals. Whether you're looking to refresh your strategy for organic growth or preparing for acquisition, I can help you uncover your real strengths and then deliver the right strategic planning framework to take advantage of them.

- Business Development Strategy
- Sales Strategy
- Marketing Strategy
- Hiring Strategy
- Pricing Strategy
- M&A Strategy
- Funding Strategy
- Branding Strategy
- Growth Strategy



BUSINESS DEVELOPMENT

Incrementally grow your business

Imagine if you could push a button and have someone make a strategic introduction that would change the course of your business or help scale it. The need to maintain a consistent and focused business development strategy is more crucial than ever. For most businesses, the process to make this happen is far too frustrating and time-consuming and there are fewer resources than ever to devote to the effort. I can solve that.

I'm your external business development team. I help you gather intelligence, create relationships, connect with decision makers and win new business. You educate us about your business, its realities, opportunities, challenges and advantages and define exactly what you need; new investors or strategic relationships in existing or new markets – I will target and pursue 'C' level executives who are the decision makers you need to reach. I will introduce the right people to your team to pursue and close the deal.



I focus on:

- Business development strategy
- Connecting you to new markets
- Networking for “C” level introductions
- Introducing you to new investors
- Expanding your business’s reach and access
- Establishing new strategic relationships



You focus on:

- Sales and marketing
- Day to day running of your business
- Leveraging & developing the new relationships we bring
- Growing your business

RESEARCH & ANALYSIS

Without the right data it's just an opinion

Business Intelligence is a delicate combination of gathering the necessary research and then being able to properly disseminate it. Few things are more important to business success than getting the right information at the right time and knowing how to use it. To produce optimum results, I cooperate and work closely with my clients to identify their strengths and weaknesses, competition, market value and the areas in which their business may need to improve on.

I will explore what systems and processes you have in place and analyze how certain metrics compare against other businesses in your sector. Data analysis plays an important role in this stage as I look at where your business has and has not been successful. I have extensive experience in researching and analyzing many key business areas such as:

- Competitive Environment
- Investors
- Market Size
- Professional Services
- Regulatory Requirements
- Marketing Options
- Manufacturing Sourcing
- Government Grants and Tax Credits
- Strategic Partnerships
- Supply Chain



BUSINESS PERSPECTIVE

Your view will affect your vision

How we see things, or choose to see them, are not necessarily the way they really are. When it comes to business most people are typically too close to the situation to see every decision clearly. It's important to evaluate each situation based solely on it's true merits, removing any emotional, political, social, financial or personal biases from the process.

It's not easy to separate yourself from a situation to arrive at the best possible solution for all those involved. I can help you put your goals and needs into proper focus to think more globally and allow you to come to the right decision for the right situation.

- See it from the other side
- Take time to react calmly and effectively
- View the situation as could be worse or better
- Look at the big picture
- Weigh the pros and cons
- Look beyond the issue, there's always another choice
- Don't compound mistakes

