



CREATING AND EXECUTING

SUCCESSFUL STRATEGIC

THE HANSON GROUP

AND MARKETING PROGRAMS

FOR HIGH TECH BUSINESSES

“The Hanson Group provided strategic marketing consulting to me in many of my ventures, including Verity, Kubota, Hambrecht and Quist, and Epiphany. In every case, Hanson’s customer focus and market instincts made a significant contribution to our business planning.”

Ben Wegbreit, co-founder
and former CEO, Epiphany

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The Hanson Group: Targeting Growth - Organic and via Acquisition

The Hanson Group, formed in 1988, provides strategic advisory services to companies in the high-technology industry. Clients range from high tech start-ups to large Fortune 1000/Global 2000 businesses. We work with senior management teams to move a business forward into new products, markets and levels of innovation—organically or via acquisition.

The Hanson Group consultants apply analytical methods of strategic consulting along with in-depth operating knowledge of high-tech businesses. The Group specializes in how to build a company strategy and how to implement strategic marketing programs.

Areas of Specialty

- Acquisition Strategy & Implementation
- Strategic Company and Business Unit Audits
- Customer-focused Growth Plans
- Team Facilitation for Strategic Plans
- Market Mapping
- New Products/New Markets Identification
- Strategic Market Research & Recommendations

Partial Client List

Banter Software	NIIAC
CPP	NovoDynamics
Creative Labs, Inc.	Quantum
Enroute	Quindi
Genesis Electronics	Raylan
Grid Systems	SatMetrix
Hewlett Packard (HP)	SEMI
Interlink	Silicon Graphics
InterWise	Silton Bookman
Kubota	Sun/Sitka
nCUBE	Verity

"Hanson led a team that did an excellent, professional job of looking at all aspects of the acquisition landscape. They did much higher quality work than investment bankers did for other Boards I have been on... more analytical and thorough and insightful."

Guy J. Jordan, Board Director, Orthofix

"Hanson and her team helped us develop a new strategy for Banter Software when we sorely needed one. They talked to customers, analyzed products and their benefits, and then showed how we fit into the dynamic market ecosystem. Hanson helped our team focus on the market territory where we could win."

Christopher Brennan, CEO, LogLogic

"Kathryn Hanson is the best I know at market analyses and in developing go-to-market strategies. I have worked with her in multiple high tech companies, and she always adds value by bringing new, practical and creative ideas to solve real business problems."

Eric Carlson, former President & CEO, Telcontar

"The Hanson Group did a fabulous job both at Quantum and Inmac... Hanson organized a strategic summit of the top managers wrestling with the key objectives for the business, giving both strategic and facilitation help."

Jeff Heimbeck, former CEO, Inmac; and former President, Quantum Commercial Products/Plus Development

"Hanson and her team helped management and the Board look at the growth possibilities for our company--how much could we grow from current markets? Adjacent Markets? (Which ones, in which order, and why?) Should we consider acquisitions as well as organic growth? It was extremely helpful to get a longer-term strategic perspective on our future growth potential."

Wayne Willis, Board Chair, CyraCom International

"The Hanson Group brings intellectual power, passion and objectivity to the job of helping its clients. I have always found Hanson to have an unusual combination of strategic insight and practical business judgment that is of enormous use to a CEO."

Edward McCracken, former CEO, Silicon Graphics



Kathryn S. Hanson
Managing Partner

Kathryn S. Hanson is the Managing Partner of The Hanson Group, which she founded in 1988. She has over twenty years' experience in high technology, both as an operating manager and as a strategic consultant. Her consulting experience ranges across Internet software and services, PC and mid-range hardware, enterprise software, networking, compliance and security software. She specializes in helping companies identify their overall strategic challenges and finding solutions for successful growth and expansion despite those challenges. Hanson has taught Strategic Management at the Stanford Graduate School of Business, the Stanford Law School and the Claremont (Drucker) Graduate School.

Dr. Hanson has also co-founded two start-ups (SatMetrix and eMentoring.com), where she also held key operational roles as Chair/VP Marketing and CEO respectively. She merged eMentoring.com into Pensare, where she served as the VP of Marketing, establishing the brand and products as eLearning industry leaders. She has also been a Director and Manager of Strategy and Marketing at Convergent Technologies and HP. Hanson holds an MBA with Distinction from Harvard, an MA and PhD from the University of Chicago and a BA with Distinction from Stanford University.
