



## MEET OUR ADVISORY PRACTICE LEADERS



**TIM POWELL** is a Managing Principal of FSIP. His responsibilities include recommending and developing business strategies, market sizing, designing qualitative and quantitative research methods, strategic planning and project management. Tim serves as a trusted foodservice adviser to management at several food companies.

Prior to joining FSIP, he spent several years with foodservice research and consulting firm Technomic as a Principal. Tim previously worked in similar consulting and marketing roles with KPMG LLP and IBM. Tim earned his Bachelor of Arts in Journalism at The Ohio State University and a Masters of Business Administration degree at the University of Illinois. He has completed graduate level social science and economics courses at the University of Chicago.



**JULIE HESEMAN** is a Principal with FSIP. Her responsibilities include managing qualitative and quantitative research and developing business strategies for foodservice clients. Julie has extensive experience in the foodservice industry managing projects, developing new business, handling P&Ls, market sizing, supply chain research and overseeing the growth of client portfolios.

Julie's prior experience included marketing and strategic roles with Home Chef, the International Foodservice Manufacturers Association (IFMA) and Technomic, Inc. Julie earned a Masters in Business Administration degree in Revenue Management from DePaul University and her Bachelor of Arts degree in Sociology from Tulane University.

# FSIP Management Advisory Services

Trusted strategic guidance for executive teams

Many companies struggle with the need for a foodservice research expert that not only understands and interprets data, but can make the connection in a few brief points to your business. In our experience, food companies often lack the necessary resources to develop, write, translate and orally communicate raw and formatted research reports.

Foodservice IP (FSIP) consultants are experts in the research discipline, the food and beverage industry, strategy and business frameworks that fuel that fuel a business strategy.

## WE SUPPORT YOU EVERY STEP OF THE WAY

### Tactical

- Develop/check field instruments
- Interpret data sets, industry reports and syndicated data
- Translate existing research into a one-page, bulleted and relevant document
- Assist in writing a research RFP
- Answer business questions quickly
- Create custom infographics, reports or topical strategic briefings (for internal or external use) with your firm's branding

### Strategic

- Evaluate current plans to ensure a compelling strategy with a clear organizational vision
- Conduct periodical audits of your business situation and programs
- Perform regular analyses to identify key issues and opportunities
- Develop or fine tune appropriate strategies to meet plan objectives
- Deliver a collaborative strategic process to be managed as an ongoing tool

## DELIVERABLES

- Insights provided in your preferred format — including complete business or marketing plans, executive summaries, reports, webinars, focus groups, round-table discussions, phone calls, etc.
- FSIP will sign a non-disclosure agreement, ensuring confidentiality and exclusivity of proprietary information

## LET'S BUILD A BETTER STRATEGY!

To jump-start your access to best-in-class foodservice expertise, contact a FSIP representative today:

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