



October 17th, 2003

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## People



**CPath's process is a focus on people: The people in the marketplace, the people in the company, the customers, vendors and shareholders.**

CPath's founders have worked in, built, rebuilt, expanded, bought and sold hundreds of companies, divisions, departments and organizations with thousands of employees. We know that growth is not a product of mass layoffs and divisional shutdowns for simple cost savings. Growth comes from identifying the prospects that desire a company's product and providing the tools, skills and motivation to the company's employees to sell, produce and serve the client for maximum value for all involved.

## Executive Bios

### [Michael Berman - Partner](#) ← Click

While Regional Sales Manager at Airborne Express, Mike orchestrated an aggressive turnaround and market expansion of the Northeast Region resulting in increasing revenue from \$98M to \$350M. In Chapter 9 of "The Discipline of Market Leaders" by Treacy, and Wiersema, Mike and his Airborne team are profiled. Mike's customer focused methodology and superior performance resulted in the authors coining the phrase "customer intimacy". Subsequent to Airborne, Mike engineered a number of successful turnarounds.

### [Alfred Blitzer - Partner](#) ← Click

As a General Manager, Alf restructured a Lightolier Inc. division by adding new product lines and focusing on commercial lighting to double sales and achieve profitability for first time in the division's seven-year history. As COO and CEO of Netlan Interactive, an INC. 500 company he transformed a computer products reseller into a web strategy, web design, application development and technical education company.

### [Jack Hughes - Partner](#) ← Click

As the Managing Partner of a NYC based law firm Jack has worked closely with entrepreneurs in many industries guiding them through mergers and acquisitions, capital restructuring, and governance issues to maximize shareholder value.

## Problem Solving

"The formulation of problems is often more essential than its solution, which may merely be a matter of rearrangement or experimental skill. To raise new questions, create new problems, to regard old problems from a new angle, requires creative imagination and hard work"

~ Albert Einstein

## A Recent "Fast Result"

A new Client requested our assistance in resolving their "sales problem". In three weeks CPath assessed the company, created sales training, coaching and changed sales processes. Our process found the Client had more than a "sales problem". Production was not customer focused, had little sense of urgency and lacked significant expertise. Production would prevent a breakthrough result for the Client. CPath presented its findings, requesting management fix it or let CPath act. The Client's response: "There is no problem with production". The typical consulting firm would continue to work and collect fees, while producing limited results. CPath resigned the account. Our time and our Client's money are too precious to waste when success will not be the outcome. CPath is driven by integrity, and "tells it like it is" without regard to corporate politics.

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## Suggested Reading

- MIT Technology Review
- Silicon Valley News
- Agile Thinking
- The Economist
- The New York Times
- The Wall Street Journal
- Optimize Magazine

## Accomplishment

Reconstructing the sales strategies, sales force, training, and performance metrics for a Fortune 500 services company.

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## Site Tools & Corporate Info

- Mail, email, phone
- Legal Documents



## Information Request

YES

I would like to receive the CPath newsletter: Agile Thinking

YES

I want to complete the CPath company self-audit. [PDF]