



## JOHN P. HASELMANN

<b>HOMETOWN</b>	Summit, NJ
<b>CURRENT RESIDENCE</b>	Palmer, PA
<b>EDUCATION</b>	BS Electrical Engineering - Newark College of Engineering (NJIT) MBA Industrial Management, Operations Research and Management Science - Wharton Graduate School, University of Pennsylvania.
<b>PROFESSIONAL CAREER</b>	<ul style="list-style-type: none"> <li>▪ Integrated Management Services - President and Founder</li> <li>▪ Co-founder and Senior Vice President - Communications Management Group, Inc.</li> <li>▪ Founder, Chairman and President - Entity Advertising and Graphics, Inc.</li> <li>▪ Founder, Chairman and President - Trinet, Inc.</li> <li>▪ Marketing Sciences Organization Manager - AT&amp;T</li> <li>▪ Operations Research and Management Science Department Manager - Western Electric Company (now Lucent technologies)</li> <li>▪ Research Manager - Behavior Systems, Inc.</li> </ul>
<b>NOTABLES</b>	<ul style="list-style-type: none"> <li>▪ Taught Economics, Advanced College Algebra and Calculus at the college level and Scientific Computer Programming at the graduate school level.</li> <li>▪ Has spoken at several colleges and universities (including Columbia School of Business, MIT Sloan School and the Wharton Graduate School) regarding his work in the application of marketing science techniques and systems design to business functions.</li> <li>▪ Member of the American Society of Professional Consultants, American Management Association and has been included in Marquis Who's Who in Finance and Industry since 1983, "Who's Who in America" since 1986 and "Who's Who in the World" since 1989.</li> <li>▪ Founder and Executive Director of the America Employers Association, which is dedicated to improving the viability of small businesses.</li> <li>▪ Publications: "Computers and Data Processing Applied to a Mechanized Personnel Processing System as a Management Tool", Wharton Graduate School, University of Pennsylvania, 1963. "How to improve the Effectiveness of Your Advertising/Marketing/Sales Investment", Integrated Marketing Services, Inc., 1989. "How to Lower the Cost of Getting an Order through Improved Market Analysis and Sales Management", Integrated Marketing Services, Inc., 1990.</li> </ul>



## BIOGRAPHY

### IMS EXPERIENCE

Currently, Mr. Haselmann is the Founder and Managing Partner of IMS, and is primarily responsible for determining the strategic direction of the business. He started IMS 20 years ago with a vision of becoming one of the premier consulting organizations in the world.

### PREVIOUS EXPERIENCE

His varied managerial, entrepreneurial and teaching experience includes:

Founder, Chairman and President of Entity Advertising and Graphics, Inc., a full service advertising agency that served the needs of many corporate clients with public relations, advertising, market research, and other information based services; Founder, Chairman and President of Trinet, Inc. (originally the Information Management Group). Trinet (IMG) provided consulting, telemarketing, data and data processing services to large corporations primarily with business-to-business markets. The main focus of the business' 70 employees was to improve the productivity (revenue to expense ratio) of the marketing and sales processes of client companies.

Manager of Marketing Science Organization at AT&T. He was responsible for planning and directing the activities of a group of 100 multi-disciplined advanced degree professionals responsible for providing the marketing organization with technical expertise in the areas of marketing research, statistical data analysis, data base development, data mining, model development and systems simulation that was used by internal client's for supporting tariff filings, new product evaluations and introductions as well as other revenue generating projects; Operations Research and Management Science Department Manager at Western Electric Company (now Alcatel-Lucent) where his responsibilities included planning and directing the activities of a group of 50 multi-disciplined advanced degree professionals responsible for the development of computer-based process control systems, as well as integrated corporate financial planning models and statistical data analysis; Other assignments at Western Electric involved responsibility for developing new managing techniques workshops for corporate management and developing cost and time reduction methods for production and distribution systems.

Manager of Research Projects for Behavior Systems, Inc., including advertising effectiveness studies in both newspaper and magazine media, new product market potential assessment, product usage and expanded application potential assessment, market segmentation and strategy development, plant location optimization and corporate acquisition studies.

In addition, Mr. Haselmann has taught Macro & Micro Economics, Advanced College Algebra and Calculus at the college level and Scientific Computer Programming at the graduate school level. Mr. Haselmann has also spoken at several colleges and universities (including Columbia School of Business, MIT Sloan School and the Wharton Graduate School) regarding his work in the application of scientific techniques and systems design to business functions.

Mr. Haselmann received a Bachelor of Science degree in Electrical Engineering from Newark College of Engineering (NJIT) and a Master of Business Administration in Industrial Management, Operations Research and Management Science from the Wharton Graduate School, University of Pennsylvania.

Mr. Haselmann is also a member of the American Society of Professional Consultants, American Management Association and has been included in Marquis Who's Who in Finance and Industry since 1983, "Who's Who in America" since 1986 and "Who's Who



in the World" since 1989.

Mr. Haselmann is also a founder and Executive Director of the Knowledge Management Information Systems Forum (KMIS) a group dedicated to increasing the effectiveness and supporting the professional development of the Knowledge Management Executive. The group conducts seminars for KM Executives that include three key elements: Meetings to share the experience & ideas of leading experts, One-on-One Sessions to discuss individual or confidential issues & Facilitation to discuss key issues with peers in such topical areas as "How to develop a Knowledge Based Culture" What are Knowledge Management Roles & Responsibilities", "How do you develop Knowledge Management Strategies"; etc.

Mr. Haselmann has also written a number of white papers on Process Improvement.