



About Tom Stimson

Tom Stimson, CTS, is President of The Stimson Group, a consulting firm specializing in strategy, planning, and process analysis for the audiovisual industry. Tom has more than 25 years of experience managing audiovisual companies. He is the 2010 president of InfoComm International and has been on the InfoComm Board of Directors since 2005. He is published regularly in trade magazines and serves as a keynote speaker at industry events. Tom holds a Master of Business Administration from Baylor University in Texas and a CTS certification from InfoComm.

Remaining competitive requires a steady supply of fresh ideas and access to broad perspective. **The Stimson Group**, led by Tom Stimson as Principal Consultant, works exclusively within the audiovisual communications industry supporting strategic and process initiatives. Tom already understands what your company does. So, he can get right to work on projects like these:

Case Study: Live Technologies 'Under the Hood' Analysis



Rusty Ranney, the founder and CEO of Live Technologies Inc has a very successful track record for growing his profitable company. However after a recent reorganization in the Systems' Integration division, he felt that it was time for some fresh perspective on the team's sales and operational processes. The division's new Director Dave Curtis had identified several traditional practices that he suspected were problematic, but needed some outside validation on his findings. Because Rusty had hired Tom Stimson the previous year for the Live Events division, he was confident that The Stimson Group's *Under the Hood* process would not only provide the

objective analysis they needed, but would quickly identify the next steps Dave needed to consider.

"In August of 2009 Tom Stimson came back to Live Technologies for a two-day "Under the Hood" session with the Systems Integration Division. We came away with a new departmental structure and a workflow we felt was very solid. Utilizing Tom's recommendations, Live has been more efficient in its execution of the entire installation process, which has allowed more time for the sales associates to focus on sales. Jobs are now prepared more accurately and require less lead-time. This was one of the reasons SI set a record for most revenue posted in the first quarter"

– Dave Curtis, Director, Systems Integration, Live Technologies LLC