



## Allan Berger

Allan works with businesses and organizations to identify and implement new growth areas to increase revenues. This includes expanding markets for existing products and services and developing new products and services to generate more sales from current customers.

If your products or services are intangible like software, leadership development programs, or consulting or professional services, you can benefit from Allan's experience as business development consultant and advisor and experienced business owner. Allan helps technology firms, professional services organizations, consulting companies, and professional practices identify additional internal capabilities that can be developed into additional products and services. As a trusted advisor, he works with the management team to evaluate various options, select the appropriate course of action, generate an implementation plan and plays a key role in executing the implementation plan to insure success.

He has more than 30 years of experience as an award winning business development consultant and advisor. He is responsible for a multitude of successful projects involving leadership and employee development, project management consulting, and information technology solutions. Allan has worked with clients in the financial services, health care, manufacturing, pharmaceutical, professional services, retail, and utility industries.

After earning an MBA from Rutgers University, Allan began his career as a systems analyst doing work flow analysis at a Fortune 500 company. His career migrated into project management and product management at a retail automation company. Over time, this evolved into marketing management with a computer manufacturer. Subsequently, Allan focused on business development for a well-known leadership development consulting firm providing communications skills coaching and training to Fortune 500 firms. He is an accredited Executive Associate of the Institute for Independent Business, a not-for-profit research, training and accreditation organization. Allan is an active member of the Morris County Chamber of Commerce and a board member of the Northern New Jersey Chapter of the American Society for Training and Development. He is also a volunteer mentor for SCORE, the nonprofit association dedicated to entrepreneur education. SCORE is a resource partner of the U.S. Small Business Administration.