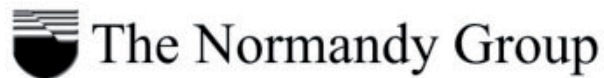


Independent Management Consultancies Network IMCN

European

Professional

Personal



Name of the firm

The Normandy Group

*Full address
(incl. phone, fax etc.)*

**5151 Pfeiffer Road, Suite 210
USA-Cincinnati, Ohio 45242
Phone +1 513 745 0990
Fax +1 877 354 0457
Mobile +1 513 266 1590
E-mail c.burke@thenormandygroup.com
Internet www.thenormandygroup.com**

Established

1999

*Other offices/daughter companies
(location)*

Charlotte, North Carolina

*Responsible person for the
network*



Charles C. Burke

Name of senior consultant(s)

**Kevin Taylor
Allen Nelson
Yi Yang
Roger Dunce**

Total number of consultants

25

*Number of associate
management consultants
(at least one entire assignment
together)*

21

December 2009

(The profiles of the members are permanently updated. Please ask for the latest version.)

Independent Management Consultancies Network IMCN

The Normandy Group

*Specialisations
(FEACO classification/
main fields of activity)*

Corporate strategy and organisation development
Financial and administrative systems
Production and services (incl. technology, logistics, R & D and quality control)
Marketing and corporate communication
Information technology and systems
Project management
 (more details see website)

*Type of clients/branches
(industry areas)*

Manufacturing
Finance
Distribution
Media
Healthcare / life sciences
Clinical research organisations
Energy / utilities
Education

*Consulting products or service
packages (self-developed)*

Integrated Strategic Planning
Business Performance Management
Business Process Management
Information Technology Strategic Planning

*International practice (foreign
countries where assignments were
completed; in order of priority)*

Canada
Mexico

Language ability in the firm

English
German

*Professional membership
and cooperations*

PMP (Project Management Professional)

International certification

CMC (Certified Management Consultant)
CPIM (Certified Production and Inventory Management)
CMfgE (Certified Manufacturing Engineer)
PMP (Certified Management Personal)
CPM (Certified Project Manager)
CSSMBB (Certified Six Sigma Master Blackbelt)
CSSCA (Certified Six Sigma Corporate Auditor)
CMPE (Certified Manager in Lean Process Excellence)

Periodicals

TNG Newsletter
Press releases

Independent Management Consultancies Network IMCN

The Normandy Group

Mission statement / consulting philosophy

The Normandy Group is a management consulting and technical services firm. We focus on delivering innovative business solutions that encompass the people, process, and technology to create business value, to exceed our clients expectations and give them a competitive edge in today's challenging business climate. We support emerging and growth clients with our top professionals in business and technology.

The Normandy Group operates with the following principles:

- Client centric focus drives every aspect of our business.
- Client satisfaction and value creation is our primary measure of success.
- We think and act with a sense of urgency.
- We will act with integrity in every business undertaking.
- At our core, we are a professional services firm with an overriding commitment to excellence.
- We never lose sight of our vision, mission, and commitment.
- We operate as an entrepreneurial organisation focused on continuous improvement.
- We conduct ourselves as a team in everything we do.
- We are supportive to the aspirations and needs of our associates.
- We will build our success on the cornerstones of innovation and creativity.

Credentials (short description of some typical assignments)

- *Type of client / branch (industry area)*
- *Field of activity*
- *Assignment summary and results*

PERFORMANCE MANAGEMENT

The Normandy Group assisted with the development of a Performance Management Strategy to enable our organisation to develop, track, and monitor our key performance indicators. Our goal was to align the organisation with our strategic business commitments to capitalise on our organic growth and acquisitions. The project was begun in 2001 when the client was generating approximately 400 million dollars in revenue. The scope of the project was enterprise wide for a company that had grown to \$1 Billion Dollars annually in revenues in 2004. The budget of the project was \$ 1.5 million dollars and was a tremendous success and a contributor to the growth and success of the company.

DATA WAREHOUSING

The warehouse and management design and development would be required to support scorecards and dashboards for the executive and management teams. Analytics and reporting would need to be supported for the functional and line management teams. The project has generated ROI well in excess of management's expectations and has been heralded for the results it has generated. The project had a budget of 750K and again had an impact at the enterprise level of the company.

I.T. STRATEGIC PLANNING

The Normandy Group assisted with the development of a Strategic IT Plan to define the architecture and infrastructure that would be required to enable the achievement of the company's Strategic Business Plan. The budget for the project was 600K and has to take an enterprise wide approach to achieve the objectives. The plan has been updated annually but the core architecture that was established has become the foundation to allow Drees to scale from \$400 million to \$1 billion in annual revenues. This foundation had as its ultimate objective to deliver fundamental Performance Management capabilities as the organisation matured its key performance indicators to align with the business goals and objectives.

Independent Management Consultancies Network IMCN

The Normandy Group

cont.

Credentials (short description of some typical assignments)

- *Type of client / branch (industry area)*
- *Field of activity*
- *Assignment summary and results)*

Selection of important and well known clients (location)

Partners / senior consultants short profile

I.T. STRATEGIC PLANNING

The Normandy Group assisted with the development of a Strategic IT Plan to define the architecture and infrastructure that would be required to enable the achievement of the company's Strategic Business Plan. The scope for the project was to take an enterprise wide approach to achieve the objectives. The plan continues to be updated annually but the core architecture that was established has become the foundation to allow Michelman to scale from mergers and acquisitions. This foundation had as its ultimate objective to deliver fundamental Performance Management capabilities as the organisation matured its key performance indicators to align with the business goals and objectives.

General Electric Aviation (Evendale, OH)
Marathon Petroleum (Findlay, OH)
Cintas Corp (Cincinnati, OH)
Kao Brands (Cincinnati, OH)
Ethicon-Endo Surgery (Cincinnati, OH)

CHARLES C. BURKE – chairman

Experienced executive highly skilled in identifying, seizing, and winning new revenue opportunities in rapidly evolving markets. Built and led the most profitable business unit of a \$500MM management and technology consulting organisation. Twice drove start-up management and technology consulting firms to rapid growth and profitability in a stagnant economy. Achieved results through effective team/organisational leadership abilities, drive, and strong core competencies in all executive leadership functions, corporate management, operations and execution, business development and marketing and technology. Holding a Bachelor of Science in industrial engineering from the Ohio State University and a Master of Business Administration from the Xavier University.