

SMOCK♦STERLING

Strategic Management Consultants



John W. Sterling
Partner

6430 North Central
Suite 207
Chicago, IL 60646

P: (847) 457-6122
F: (773) 763-6281
jsterling@smocksterling.com

John Sterling is a Partner with Smock♦Sterling specializing in marketing and strategic management. He has over twenty-five years experience in strategic management, marketing and market research. John has worked with industrial and consumer product companies, health care and professional service firms, as well as not-for-profit organizations in developing strategic and marketing plans and in addressing specific strategic management issues. Some of John's accomplishments follow.

- John's strategic management consulting experience spans a range of industries. He has particular expertise in the newspaper, food processing, professional service, health care, and automotive industries.
- As head of Smock♦Sterling's market research practice, John has designed and led dozens of assignments ranging from thorough market and industry assessments, to new product research, to customer and client satisfaction surveys.
- John was (at our prior firm) the first "*product manager*" of the FOCUS strategic planning methodology. In that role, and subsequently as a Partner at Smock♦Sterling, John has made substantial, lasting improvements in the methodology and its application in a variety of client assignments.
- John is President of the Strategic Management Association in Chicago, an organization focused on advancing the practice of strategic management. He has also served as a board member and as Programming Chair for that organization.
- He is a frequent speaker and has published several articles on topics related to strategic planning and management, as well as the application of technology in the strategy development process. He is a Contributing Editor to *Strategy & Leadership*, a journal focused on expanding knowledge in the area of strategic management.

Prior to joining Smock♦Sterling, John was a Senior Consultant with Ernst & Young's Great Lakes Strategic Management and Marketing Group and worked at the University of Illinois at Chicago as a Senior Policy Analyst.

John has a B.S. in Advertising, magna cum laude, from the University of Illinois – Urbana/Champaign and an M.B.A. in Strategic Management and Marketing from the University of Illinois at Chicago, where he also earned academic honors.