SMOCK•STERLING

Strategic Management Consultants

LYNDA D. ZACHAR

Senior Strategic Advisor

Lynda Zachar is a strategy consultant with expertise in strategic planning facilitation, internal venture processes, and business analysis. She has 15 years of experience as a consultant working with management teams to explore strategic issues and develop successful new initiatives. Lynda has worked with process and electronics manufacturers, service businesses, and not-for-profit agencies. Prior to her work in consulting, she had 13 years of experience in industry in various systems, finance, and administrative management roles.

Examples of relevant projects include the following.

- Lynda has led numerous planning teams in the objective analysis of current situation and strategy. Teams worked through concepts including core competencies, scenario planning, identification of driving forces and strategic intent. In each case, she facilitated the development of multiple strategic options and led the team to consensus on a clear strategic focus. Each plan was coupled with a well-designed implementation and monitoring plan designed to help the team dynamically reassess its progress.

- She worked with a "single product" company to develop a new venture team program to support their related product diversification initiative. The engagement combined process and content assistance in the development of new product opportunity analyses and screening tools.

- Lynda conducted an international opportunity analysis for a client contemplating international expansion. Management adopted her staffing recommendation and increased their overall investment in the international marketplace resulting in profitable growth from 12% to over 20% of sales in the next year.

- Lynda analyzed new product feasibility for a software company planning an expensive product development and launch. Her study revealed unknown competitors, a fragmented market, and an undesirable opportunity overall. The client canceled the new product plans.

- She assessed the organizational structure and skill sets for a detailed organizational downsizing due to sale of a division. The staffing recommendations were adopted and the resulting entity doubled profits in first year.

- She co-authored a prospectus for the pre-divestiture split of a company into two divisions. Critical exhibits included the development of a detailed reallocation methodology used to restate performance for the previous 5 years. Her account-by-account allocation methodology was examined and accepted as valid by both selling and purchasing parties.

- Lynda organized and led a multi-disciplinary team in the research and implementation of Activity Based Costing. The resulting new costing methodology triggered a dramatic shift in thinking about individual product profitability.

- She has designed and conducted numerous internal employee surveys, which often bring staffing and other organizational issues to light. Her work has included leading a team through successful problem solving processes to resolve the issues professionally. Improved communication and resulting effectiveness motivated clients to seek annual survey administration.

Lynda has also been an adjunct faculty member at the University of Iowa College of Business, designing course content and teaching business policy and strategic management to graduating seniors. Her industry experience includes 13 years at Norand Corporation, an electronics manufacturer in Cedar Raids, Iowa.

Lynda has a B.S. in Computer Science from Iowa State University and an MBA from the University of Iowa Executive MBA program.