

SMOCK•STERLING

Strategic Management Consultants

JOHN W. STERLING

Partner

John Sterling is a Partner with and the co-founder of Smock•Sterling Strategic Management Consultants. John leads our firm's market research practice. He has 20 years experience in the areas of strategic management and marketing. John has developed expertise in several industries throughout his consulting career (including healthcare, metro newspapers, and consumer products) and he has a depth of experience in the professional services industry. John's qualifications for serving law and professional service firms include:

- Strategic management, market research, and marketing planning assignments for over two dozen law firms, including the following recent examples:
 - Leadership of the strategic planning process for Central Florida's leading law firms – including advisory consultation regarding the Firm's structure and partner compensation system.
 - Practice group organization and development for a mid-size Arizona law firm, including in-depth client interviews, leadership of practice group portfolio analysis, and organizational and overall firm management structure redesign. This assignment included a full partner retreat at which key practice group decisions were agreed upon.
 - Conduct of proprietary market research projects focused on due diligence on the market reputations of potential merger partners. These research projects have been carried out on behalf of leading law firms actively pursuing firm combinations in major U.S. cities.
 - Preparation of a management audit of a major mid-Atlantic law firm's marketing department and related functions – including a review of departmental effectiveness, evaluation of resource utilization, and recommendations for departmental structure and priorities moving forward.
 - External market research and strategic plan development for a large practice group within a national law firm. John helped this practice identify profitable market segments and – using our proprietary strategic planning methodology – helped the client develop strategies to grow its business in those areas.
- Strategic management and market research assignments for several professional service organizations outside the legal profession – including brand/corporate identity research, national and international practice area strategic planning, and other proprietary research projects.
- A member of the Board of Directors and a past President of the Strategic Management Association in Chicago.

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

John has a B.S. in Advertising, magna cum laude, from the University of Illinois - Urbana/Champaign and an M.B.A. with honors from the University of Illinois at Chicago with concentrations in Strategic Management and Marketing.