

BRIAN SCOTT GORIN
Managing Principal

Phone: (617) 425-8451
Fax: (617) 425-8001
bgorin@analysisgroup.com

111 Huntington Avenue
Tenth Floor
Boston, MA 02199

Brian Gorin, a Managing Principal of Analysis Group, is a leading expert in creating and operationalizing business and technology strategies to help companies sustain competitive advantage and realize growth goals. Recent projects range from growth and diversification strategies, to technology commercialization and acquisition/alliance strategies. During his seventeen year consulting tenure, he has worked extensively in the high-tech, chemical, oil and gas, life sciences, biotechnology, and agribusiness industries. The majority of his work during this time has focused on developing microeconomically based business strategies and the identification and implementation of business process improvements.

Technology commercialization strategies are a particular area of focus for Mr. Gorin. By collaborating with clients to assess and survey the market viability of new technologies including disruptive and potentially disruptive technologies he has helped optimize market opportunities and effectively launch and commercialize new technologies.

Prior to joining Analysis Group, Mr. Gorin was a partner in the worldwide Energy, Chemicals, and Pharmaceuticals Group at Booz, Allen & Hamilton, Inc.

He received SB and MS degrees in Chemical Engineering from the Massachusetts Institute of Technology and an MBA from the Columbia University Graduate School of Business, where he was a Samuel Bronfman Fellow.

EDUCATION

- 1991 M.B.A., Columbia University Graduate School of Business, New York, NY
- 1986 M. S., Chemical Engineering, Massachusetts Institute of Technology, Cambridge, MA
- 1986 S. B., Chemical Engineering, Massachusetts Institute of Technology, Cambridge, MA

PROFESSIONAL EXPERIENCE

- October 1998 – present Analysis Group, Boston, MA
- March 1995 – October 1998 Principal, Booz-Allen & Hamilton, Inc.
- March 1993 – March 1995 Senior Associate, Booz-Allen & Hamilton, Inc.
- July 1991 – March 1993 Associate, Booz-Allen & Hamilton, Inc.
- February 1987 – August 1989 Research Associate, Booz-Allen & Hamilton, Inc.

SELECTED ASSIGNMENTS

- Mr. Gorin played a lead role coordinating a broad based re-engineering effort for the U.S. arm of a multi-national Chemicals and Agribusiness company. The effort involved determining the performance requirements placed on the business by customers and competition in areas such as customer service, delivery and lead time, and cost. The resulting effort both dramatically improved performance for customers and reduced the total costs of doing business by nearly 5%. The most significant improvement opportunities involved recommendations around the management of the client's manufacturing facilities and supply chain capabilities.
- In an engagement for a major U.S. gasoline marketer, Mr. Gorin led the development of growth strategy. The most attractive markets for future expansion and business growth for the client were identified, and a model was developed which allowed the client to assess and prioritize a range of facility improvement options across several thousand retail sites. The recommended strategy took into account the differences in behavior between company owned and operated retail sites and lessee dealer sites.
- Mr. Gorin worked with a major U.S. based Oil and Gas company to develop a strategy for its Manufacturing, Commercial and Trading businesses. The effort developed a plan to maintain the client's strong historical performance and lay a foundation and strategy to achieve substantial growth over the next ten years. The strategies developed included major expansions in current and existing geographies, identification of critical skills needed across functions such as trading, commercial marketing and distribution, and improvement of the way in which the client brought product to market. Of particular importance in developing an optimal strategy was the assessment of existing and development of future pricing strategies. Mr. Gorin led the team that determined the optimal pricing structure for wholesale gasoline, heating oil and jet fuel. These structures took into account the effect of pricing on both company owned and third party distribution outlets.
- For a major lube oil and gasoline additive supplier, Mr. Gorin developed a business improvement strategy. The effort began with the development of a detailed understanding of the profitability potential of each segment and how participation in one segment affected performance in related segments. An "ideal player" model was developed which allowed the client to direct investment in a way which substantially reduced costs and increased the returns realized by the business.
- Mr. Gorin worked with a major agribusiness and biotechnology company to help develop and implement a corporate biotechnology strategy. Mr. Gorin worked closely with the client's senior leadership team to define the way the industry would evolve, where value was likely to be created and captured, how the client could influence the development of the industry, and the client's resultant strategic options. The team then worked with the client on a series of initiatives, many of them acquisitions or strategic alliances, to begin putting the infrastructure in place to support the strategy.

- Mr. Gorin worked with the senior leadership of a mid-sized specialty chemical company to develop a growth and diversification strategy. The effort involved, as a first step, determining how much growth and profitability could be achieved from the current businesses without major diversification or acquisition, and the steps required to achieve this performance level. We then worked with the client to develop a series of business options for augmenting this base level of performance through exploration of related alliances, acquisitions and divestitures. The result of the effort was a corporate vision for the future, as well as the specific strategies, business plans, and tactical implementation steps required to achieve the vision over a two year period.
- For a U.S. based solar panel manufacturer Mr. Gorin led a team which assessed, identified and prioritized target markets and applications. These targets were selected to reflect the specific properties of the client's product and the cost structure of their manufacturing operations. The recommended strategy optimized realized revenue and cost position for the company and resulted in a substantial increase in revenue.