



Company Backgrounder

Overview

Maher Marketing offers an extensive array of business, marketing, and sales consulting services which can be customized to help you uncover hidden opportunities, shape your planning and direction, and implement the tactics needed to meet strategic objectives.

With extensive backgrounds encompassing years of real-world experience, our consultants can add significant value to your business.

At Maher Marketing, you can expect executive-level talent who serve as your senior trusted strategic advisors. We've helped companies large and small alike – delivering breakthrough results across dozens of employment and consulting assignments spanning 30 years.

Our Core Values

Over that time, we've established a set of core values that form the framework of every project we work on. These include:

- **Imaginative, critical thinking:** If solutions to your complex business problems were obvious, you would have solved them by now. That's why we dig deeper – to uncover key “below the surface” factors impacting your organization and industry.
- **A singular focus on specific objectives:** When you hire Maher Marketing, we spend our time on the problems and issues that concern you now – not on setting ourselves up for future assignments.
- **Deep respect for your organization:** Because outside consultants can be disruptive to your team, we take great pride in our ability to fit into your culture. We earn your trust through honesty and competence.
- **A multidisciplinary approach:** One tool cannot solve all marketing and sales challenges. We deliver impressive results because of our deep domain experience in marketing, sales, communications, branding, and many other core competencies.

Contact

Maher Marketing

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“When Tegal acquired a large product line from a much bigger company, it was a transformative acquisition, but one that came with many challenges. Don helped my team step up to the task of managing a larger entity on two continents. His industry experience and hands-on approach made a big difference in helping my management team take on this new and exciting challenge.”

– **Tom Mika** Chairman, President and Chief Executive Officer. Tegal Corporation



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Services

Maher Marketing offers an extensive array of business, marketing, and sales consulting services which can be customized to help you uncover hidden opportunities, shape your planning and direction, and implement the tactics needed to meet strategic objectives.

Whether you need a consultant to help improve marketing or sales – or need a temporary senior-level executive – call Maher Marketing for the big picture thinking to solve key business challenges and gain a competitive advantage.

Our Services Include:

Sales

Boost revenues and improve your margins. Give your sales team more effective tools, techniques, and strategies to beat the competition.

Marketing

Imaginative solutions to capitalize on hidden opportunities. Put fresh marketing ideas to work in your organization.

Interim Executive

Executive vacancy? We're ready to help. Take your time recruiting candidates while we keep your business on track.

Clients

Past Clients Include:

- * Adept Corporation
- * Applied Materials
- * Asyst Technologies
- * The Bank of Scotland
- * Lam Research Corporation
- * Magnetic Solutions
- * Mattson Technology
- * Tegal Corporation
- * Trend Focus

Industries Served:

- * Semiconductor
- * Manufacturers (consumer and B-to-B)
- * Technology
- * Services
- * Consulting firms

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“Don played a pivotal role in reviewing our growth trajectory, evaluating our value proposition, and spotlighting core issues central to our future success. His deep knowledge of the semiconductor capital equipment sector - plus his personal contacts with vendors, customers, and senior executives - helped us focus on realistic options for building long-term shareholder value.”

– Dave Hurley CEO, Magnetic Solutions