



FOR IMMEDIATE RELEASE

Thomas Bornemann of Clarkston Consulting Appointed to the Consumer Goods Technology Research Advisory Board

DURHAM, NC - JANUARY 19, 2004. Consumer Goods Technology magazine (CGT) has appointed Thomas Bornemann, managing partner of consumer products at Clarkston Consulting, a nationally recognized management and technology consulting firm, to its Research Advisory Board.

The CGT Research Advisory Board, which was formally announced in the December issue, is comprised of ten consumer goods analysts and consultants, and represents a formalized initiative to create a forum for sharing industry perspective with readers. Every issue will feature contributions and insight from the advisors.

“Consumer Goods Technology has formed a Research Advisory Board to allow our readership the opportunity to tap into the expertise and insight that these leading consultants and analysts offer,” said Steve Rosenstock, publisher of Consumer Goods Technology magazine. “Thomas, with his experience in the industry, will certainly be a valuable member of this board.”

Bornemann is responsible for shaping Clarkston’s global offerings in consumer products, and ensuring the development of strategies to align new trends and technology with customers.

Prior to joining Clarkston Consulting in 1999, Bornemann held leadership positions with RJR Nabisco, Bayer AG, and Science Applications International Corporation. Bornemann holds an M.B.A from the University of North Carolina’s Kenan-Flagler Business School. His article, “Turning Customers Into Partners: Driving Customer Loyalty Through Advanced Analytics and Support,” was featured in the December issue of CGT.

Clarkston Consulting offers solutions for its consumer products clients in Collaborative Planning, Forecasting and Replenishment (CPFR), RFID, relationship development and management, Enterprise Resource Planning, supply chain process improvement, and program management.

“Metrics, such as customer scorecards, can create or enhance the relationships required for success with both CPFR and RFID,” said Bornemann. “In the future, successful companies will understand customer’s needs, and have the capability to act quickly to meet those needs.”

About Consumer Goods Technology Magazine

CGT, a publication of Edgell Communications, has a readership of 25,000 consumer goods



executives. CGT delivers strategic insight and thought leadership, which consumer goods companies can leverage to turn into real-time solutions. For more information, visit www.consumergoods.com or www.edgellcommunications.com.

About Clarkston Consulting

Clarkston Consulting is a leading management and technology consulting firm that provides strategic business solutions for clients within the life sciences and consumer products industries worldwide. These market leaders turn to Clarkston to help them bridge the gap between strategy and execution to sustain a competitive advantage. Clarkston is a sought-after business partner because of its recognized industry thought-leadership and superior client relationships, as measured by The Conference Board's survey on client satisfaction. For more information, visit www.clarkstonconsulting.com.

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