

STEVE SHU – PRINCIPAL CONSULTANT

Steve Shu specializes in incubating new initiatives. He provides management consulting and business development services and has over seventeen years of industry experience in business strategy, marketing, new product introduction, high-tech, and new business initiatives. Prior to these efforts, Steve has held a number consulting, interim management, and management roles, including as a principal consultant and practice leader with Nortel Business Consulting, Vice President of Operations and Business Development for FiveSight (acquired by software vendor Intalio), COO for 21Publish, and management consultant with Pittiglio Rabin Todd and McGrath (PRTM), a premier management consultancy to high-tech firms. Steve has consulted to numerous clients throughout his career from startups to Fortune 500 companies with primary sectors in software, services, and technology.

Selected consulting engagements and experiences include:

- Assisted software and hardware vendor with business planning, brand strategy & positioning, sales & marketing incubation, and re-launch of consulting services business
- Served as Vice President of Business Development of software company and raised Series A corporate venture capital round from Union Pacific Corporation (NYSE:UNP), leading business plan development, financing structure, negotiations, and infrastructure and legal documents
- Worked with CEO of multi-national division with product ideation, product definition and functional specification creation, and competitive analysis for new overlay operations and information services products in healthcare space
- Served as interim COO for Internet software & social media company and defined and negotiated first customer and distribution agreements with major media company
- Helped a consulting partner & software vendor with business strategy, analysis, and new product development planning efforts related to clinical healthcare & health system efficiency
- Worked with marketing and operations executives of a cable company to perform competitive market analyses and develop marketing plan and services portfolio/roadmap for introduction of wireless mobile services
- Helped COO of an insurance processing company both to conduct a third-party diagnosis of operational process and organization breakdown in customer care costing tens of millions of dollars in lost business for operating company and to introduce new metrics, reporting, process, and control structures
- Developed business plan, services roadmap, and community economic analysis for the executives and Board of an electric utility regarding entry into the broadband wireless business
- Helped Executive Vice President to define and operationalize a new line of business for a large telecommunications infrastructure player and served as interim VP from conception through nationwide pilots, operational readiness reviews, and first regional rollout until permanent general manager hired
- Assisted a Tier 1 carrier with its business and technology strategy around point-to-multipoint versus point-to-point microwave technologies, financial analysis, & spectrum valuation
- Helped President of a Leasing Business to evaluate and structure a two-year buyout and renegotiation program for real estate leases by designing a program to quantifying individual business case for thousands of properties and establishing initial processes (e.g., negotiating guidelines, call scripts, worksheets, and organizational structure) for the program

Steve holds an MBA from the University of Chicago (concentrations in finance and organizational behavior) and both an ME and BS in Electrical Engineering from Cornell University. He has attended Duke's Fuqua School of Business executive education training on Dynamic Management. He is also an Assistant Professor in the business school at Irvine University.

Steve may be reached via either telephone at 310-856-9914 or email at sshu@chicagobooth.edu. He authors a blog on management, consulting, and strategic initiatives at <http://steveshuconsulting.com>.