

For over 10 years,
Trion has provided
fast and insightful
solutions to
companies facing
Critical Situations
in strategy, marketing,
innovation, business
development, and
change management.



TRION LLC

CONSULTANTS TO MANAGEMENT

The Situation

In today's challenging business environment, many companies are facing **critical situations** – problems or opportunities that they know will profoundly affect their future – but they don't feel that they have the **talent or flexibility to solve**.

Since 2000 Trion has provided the intelligence, speed and flexibility needed to successfully navigate uncertainty:

- Through our **Speed to Value™** customized approach, we focus on high impact, practical, realistic solutions and superior implementation.
- We use our proven **Trion Accelerator™** service to optimize solutions via smart pressure testing of ideas.
- We have the **Executive Energy** to ensure experienced hands-on delivery.

What We Do

Trion provides swift and cost-effective solutions - from initial assessment to full implementation and (where appropriate) interim management.

- ▶ Swift assessment of the **critical situation** and its potential impact.
- ▶ Practical solutions which define the appropriate strategies and action plans.
- ▶ Hands-on implementation of the action plans (if desired).
- ▶ Interim management of the total situation directly using Trion professionals, working with existing management.
- ▶ Efficient retained relationships for on-going functional execution or management advice.



What Makes Us Different

Experience: At Trion, we can bring senior level insight and experience to bear on your situation because we have solved real business challenges around the world.

People: Trion partners are former C-Level (CEO, CMO) executives with Fortune 100 credentials.

Focus: We deliver superior results through focus. We focus our time on a small number of select clients – clients with whom the partners work directly.

About Us

Trion LLC was formed in 2000 by Irwin Gordon to focus on “Critical Business Situations” for small to mid-cap public and private companies and for business units of large cap companies.

Areas of Focus:

- Strategy: General Business; Commercial
- Business Development: Market and/or Company Opportunity Assessment
- Marketing: Segmentation, Positioning, Branding, Planning, and Execution
- Innovation
- Change Management

Industry Focus:

Trion has solved critical business situations and delivered improved performance for clients across a broad range of industries and situations, including:

- Healthcare
- Food
- Industrial Food
- Retail
- Technology
- Industrial Products
- Private Equity
- Non-Profit
- Energy

Our Clients

Healthcare:

- PSS World Medical: Branding
- ASP (Johnson & Johnson) Commercial Strategy
- HospitalistsNow, Inc.: Positioning & Branding

Food:

- H P Hood: Brand/Product Assessment; Innovation
- Kemps: In Market Brand/Product Assessment

Industrial Food:

- 21st Century Grain Processing: Positioning & Branding
- Dairy Management Inc (Industry Association): Strategy; Organization Development; Innovation; Change Management

Retail:

- City Pet: Strategy
- Florida Keys Outfitters: Turnaround

Technology:

- Hyphen Solutions (Software): Commercial Strategy
- Emerge Interactive: High Tech New Product Assessment

Industrial Products:

- Formica: Commercial Strategy; Innovation
- JMC Steel Group: Positioning & Branding

Private Equity:

- Sequel Holdings: Market & Company Assessments
- Falcon Investment Advisors: Key Question Opinion

Non-Profit:

- City of Dallas “DOORS”: Strategy

Energy:

- First Choice Power: Marketing Support

Restaurant:

- Carrabba’s Italian Grill: Menu Strategy

Financial Services:

- McGowan Asset Management: Organization Development

Education:

- Parish Episcopal School: Enrollment Analysis

Our Customized Services



We provide **outsourced marketing services** from planning through implementation.



As **Growth Professionals**, we find the keys to our client’s long term growth by identifying and proving consumer and customer revenue and profit growth opportunities.



When clients don’t have the talent or resources to fill a permanent marketing position or lead a critical project, we **Provide Transition Marketing People** full time/part time to get you from where you are, to where you need to be, seamlessly.



Procedure Pro™ is a strategic targeting tool which intersects medical diagnosis & treatment coded data with client data & information to dimensionalize and target specific markets of opportunity.



Sector Smart™ is a customized quarterly market data insight based report on sectors, segments, companies and products of interest to our clients. We source data from multiple public and private sources and produce insightful custom reports based on a hierarchy of client directed filters.



Our customized Speed to Value™ service allows us to thoroughly assess your critical business situation, conduct in-depth research (as needed) on resolutions, craft a range of recommended practical solutions, and expertly implement the right plan for your situation quickly and efficiently.



Developed over 10 years, the Trion Accelerator™ is a disciplined, proprietary, and unique service that insures high impact, tested, and practical solutions to client problems.

Our Experience

Irwin Gordon

- Founder; Managing Partner
- Former CEO Gruma Corp (GMK) COO Suiza-Dean (DF) Frito Lay: SVP Global Branding; SVP Sales, Mktg, Technology International Division; President Southern Europe Operations Kellogg
- Public and Private Boards

David Garrett

- Partner
- Former CMO Mission Foods CMO Brach’s Confections EVP Marketing Camelot (media) VP Marketing, Frito Lay P&G

Elizabeth “Jiggs” Foster

- Partner
- Former VP Marketing Brinker VP Marketing Diageo VP Marketing Dallas Morning News Cadbury P&G

Laurie Whitmore Lippincott

- Principal
- Former Director, Frito Lay Brand Management, The Yarmouth Group Towers Perrin Dean Foods

Debbie Crumpler

- Principal
- Former Senior Product Manager, Frito Lay Brand Management, McKinsey & Co. P&G Nationsbank

TRION LLC MANAGEMENT CONSULTING

5910 NORTH CENTRAL EXPRESSWAY SUITE 1660

DALLAS, TX 75206

EMAIL: INFO@TRIONGROUP.NET

PHONE: 214-750-7381



TRION LLC