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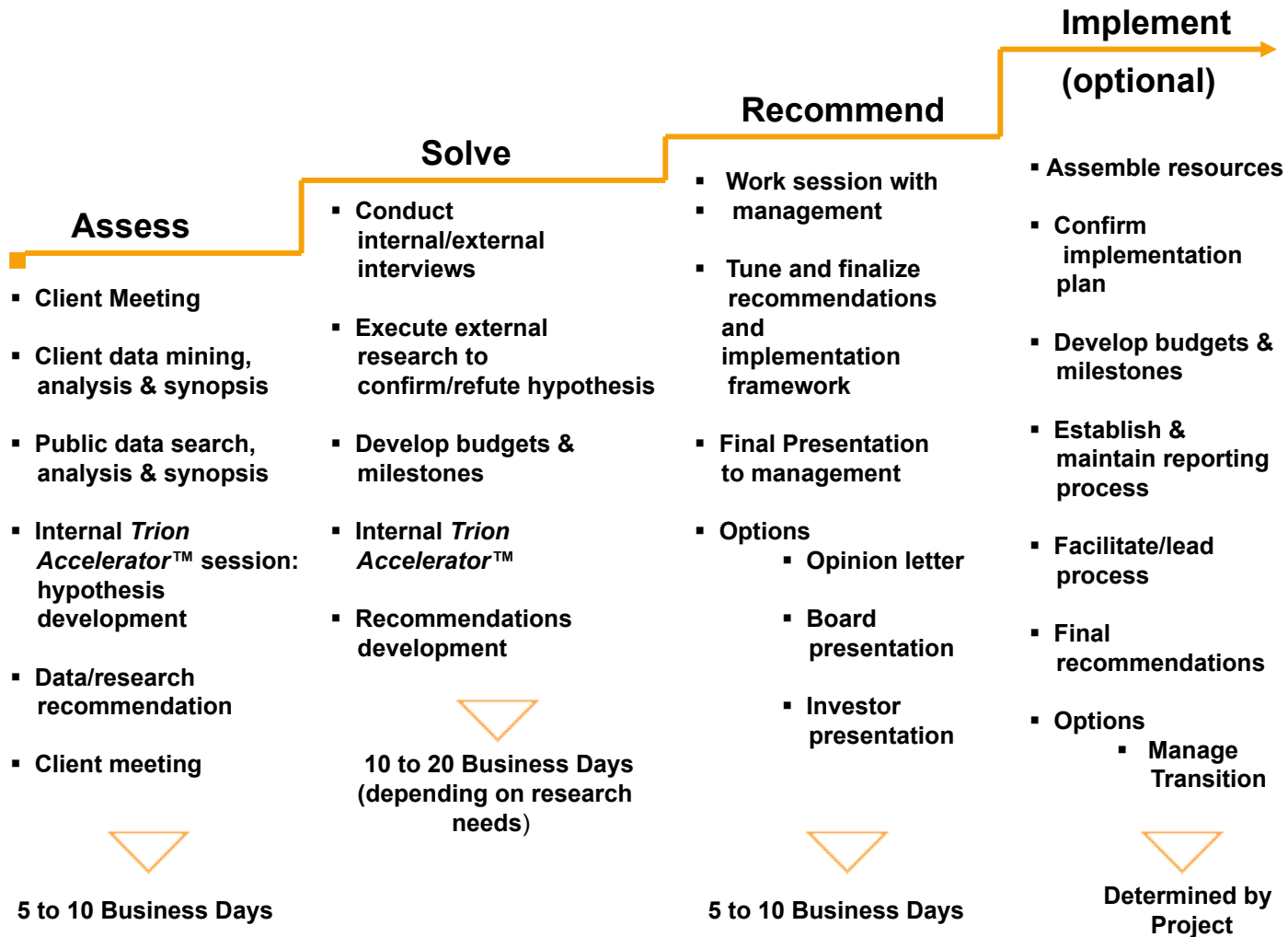


TRION LLC

Management Consulting

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

SPEED TO VALUE™ PROCESS ■ □ □ □





The Situation

- ❑ In the challenging business environment of 2011, economic and competitive pressures are putting enormous stress on all facets of a company's performance. Headcount and budget cutbacks mean every resource must produce results...fast.
- ❑ 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. And in many cases, recent cutbacks may make successful resolution even tougher.
- ❑ Traditional consultants may not be your solution because they typically have lots of experience making recommendations and little experience implementing them. Their structure is heavy and expensive, and their process is hierarchical and slow.
- ❑ 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™** process 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. With our unique experience base, structure, and approach we can provide the critical insight and practical recommendations that ***critical situations*** require. We are there when needed, and gone when not. Specifically, we assist our clients by providing:
 - 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, our focus is on practical experience, not theory and academics. 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. We have no junior consultants leading projects. When you engage Trion, you get our most senior people – all the time.
- ❑ **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. We focus our attention on assessing (and then solving) ***critical situations*** for each client. We make our client companies and their management more successful than they would otherwise be.



□ **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. Trion provides executive level hands-on assessment, analysis/insight, and problem/solution to senior executives and their stakeholders.

□ **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

[More](#)



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

- Food
- Industrial Food
- Retail
- Technology
- Building Products
- Medical Products
- Private Equity
- Non-Profit

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Recent Assignments

Food:

- Dean Foods: Acquisition Assessment; Business Unit Strategy
- H P Hood: Brand/Product Assessment; Innovation
- Kemps: In Market Brand/Product Assessment
- Interstate Bakeries Corporation: Commercial Strategy

Industrial Food:

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



Recent Assignments

Retail:

- Pizza Hut : Product Strategy
- City Pet: Business Strategy

Technology:

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

Building Products:

- Atrium Companies: Commercial Strategy
- Formica: Commercial Strategy; Innovation



Recent Assignments

Medical Products:

- PSS World Medical: Branding Strategy

Private Equity: Market and/or Company Assessment

- Brazos Private Equity Partners
- Cardinal Investments
- Sequel Holdings
- Falcon Investment Advisors



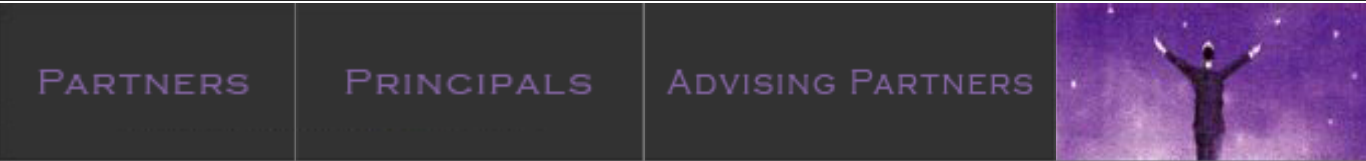
Recent Assignments

Non-Profit:

- City of Dallas (et al); Re Entry Strategy and Business Plan

Real Estate:

- Olympus Real Estate: Organization Development/Strategy
- American Housing Foundation: Business Strategy



Partners

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

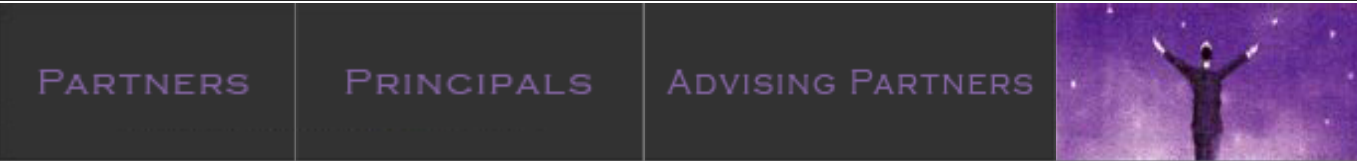
- Partner
- Former CMO Mission Foods. CMO Brach's Confections. EVP Marketing Camelot (media). VP Marketing Frito Lay. P&G

Elizabeth "Jiggs" Foster

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

Reid Stinnett

- Partner
- Former VP Marketing Bimbo Bakeries. VP Foster's Wine Estates. Group PM Quaker Oats. Marketing Manager Minute Maid. Brand Manager Warner-Lambert



Principals

❑ **Laurie Whitmore Lippincott**

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

❑ **Debbie Crumpler**

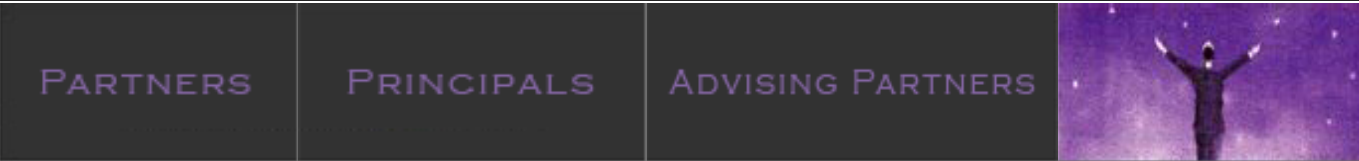
- Principal: Former Senior Product Manager, Frito Lay Brand
- McKinsey & Co. P&G. Nationsbank

❑ **Stewart Rogers**

- Consultant: Former Financial Reporting Manager, Convex Computer Corp
- Trammell Crow Corp Services. A.T. Kearney. SMU Cox School of Business

❑ **Suzy Featherston**

- Consultant: Former Director of Marketing, Dr Pepper Brands
- TracyLocke. Conde Nast. McCann-Erickson



Advising Partners

☐ **Tracy Noll**

- Former President, National Dairy; CFO Suiza-Dean Foods; 7-11 Corporation.
- Public and Private Boards

☐ **Miguel Calado**

- CFO Hovione (pharmaceutical chemicals); President Gamcal LLC; Former EVP President, Dean Foods International; PepsiCo
- Public and Private Boards

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