

Sam W. Barcus III, Partner

For over 25 years, Sam Barcus has helped organizations find new ways to identify, attract and sustain profitable customer relationships.

Sam's clients include the leading telecommunications, information technology and healthcare organizations. He has significant international experience with engagements in Europe, South Africa, Asia/Pacific, Latin America and North America. Consulting engagements target three key areas: customer relationship management, sales strategy implementation and sales organization transformation. He is involved in:

- ◆ Designing and implementing world-class account management and solution selling processes.
- ◆ Defining and implementing organizational improvements to create a customer-based environment across product marketing, sales and customer service functions.
- ◆ Discovering and implementing ways to leverage the Internet to strengthen customer relationships and achieve operational excellence.

Sam also designs and facilitates workshops that focus on: Selling Value in a Competitive Environment; Sales Readiness and Transformation; and The How and Why of ROI for solution selling.

He began his career in information systems as a business analyst with Texas Instruments in Dallas. After completing his MBA in 1974, he went to work for an information services firm in Houston with responsibility for Client Services. In 1976, he joined Price Waterhouse in Memphis as a consultant working on a variety of IT projects, then transferred to Nashville in 1979. His responsibilities included building then managing the consulting practice for the Price Waterhouse Nashville office. He co-founded Barcus-Nugent Group in 1985 and Barcus McCracken International (BMI) in 1994. In 1996, BMI formed a joint venture with Target Marketing Systems called Target Consulting International. In 1998, Sam co-founded NewLeaf Partners.

Sam is a Certified Management Consultant and Certified Public Accountant. He has held leadership positions in several professional and community organizations, including the Tennessee Society of CPA's, the Planning Forum, the United Way's Management Development Center, the WPLN (Public Radio) Educational Foundation and the Vanderbilt University Center for Clinical and Research Ethics.

The author of numerous articles, Sam has also published three books: **The Relationship Advantage**, published by Dearborn Trade Publishing; **Handbook of Management Consulting**, published by McGraw-Hill; and **Financial Information Systems Manual**, published by Warren, Gorham and Lamont. Sam has also served on the faculty of Belmont University's Jack Massey Graduate School of Business.