

# JIM ALTFELD

Jim Altfeld has spent more than 30 years in business-to-business management, marketing, advertising, and sales. During much of that time, he has involved himself in the strategic analysis of how to get companies up to speed and keep them there. He is adept at transferring his understanding of marketing in one industry to support growth in another. His skill is seen in his results.



For example, using a combination of strategic planning and marketing skills, Jim has helped to dramatically increase sales for many of his clients, while simultaneously, proving instrumental in employee motivation and customer retention - - two key areas of concern for any rapidly growing company. As the President of Altfeld, Inc., Jim sees each account as an opportunity to help create excellence and success for his clients.

His enthusiasm and his ability to inspire others to clarify their vision and achieve their goals have been a major factor in the success of both Altfeld Inc. and those it serves. As a marketing and sales veteran of both General Electric Plastics and Silicones, Jim has shared his marketing talent with an eclectic variety of business entities in the chemical, aerospace, plastics, electronics, rapid prototyping, service, and OEM manufacturing industries.

He is a member of the American Management Association, the Institute of Management Consultants, the CEO Club, The Entrepreneurial Institute, YPIO and Sales & Marketing Executives International.

## **Altfeld Inc**

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