



ED PAGLIARINI/STAFF PHOTOGRAPHER

■ John Cassimatis is managing partner of VantagePoint Consulting Group in Flemington.

VantagePoint offers experienced management consulting

BY ERICA LAMBERG
CORRESPONDENT

Agrueling travel schedule prompted management consultant John Cassimatis to begin exploring ways he could be more grounded, and achieve a better work-life balance.

"With my experience I realized I could offer a great client experience, well-defined knowledge and at the same time be closer to home," said Cassimatis, a resident of Hillsborough.

He did just that, and launched VantagePoint Consulting Group, a management consulting firm located in Flemington about four years ago.

When deciding on whether to start the business at home or in an office setting, it was an easy decision, he said. "I think a professional office, that can be used to meet clients, is much better than meeting with clients in diners," he said. "Having an office adds credibility, and having a conference room is a nice place to brainstorm with other employees in a professional setting."

He said his firm's Hunterdon County location fares well because of clients in the pharma industry. "Primarily, we work with clients in the pharmaceutical industry, and we like to keep a geographic focus, so we can meet clients face-to-face. I think that when you are accessible to

AT A GLANCE

Name of Business:
VantagePoint Consulting Group

Address:
84 Park Ave., Suite G208,
Flemington, NJ 08822

Type of Business:
Management consulting

Managing Partner:
John Cassimatis

How long in business:
Four years

Number of employees:
10

Telephone number:
(908) 788-7350

Website:
www.vantageptconsult.com

clients, that improves the success of a project."

Cassimatis said VantagePoint offers a range of consulting services including strategy formulation and implementation, business process improvement, information technology effectiveness, organizational development and change management. He said that whether the change impacts the entire business or is focused primarily on a specific

functional area, his firm's experience and expertise can improve a company's effectiveness.

For one Central Jersey client, a company wanted to better align its finance and information technology functions with the overall business, to ensure they were optimizing the value provided to the organization.

"We worked with the leadership team to create a balanced set of strategies and goals for the functions," Cassimatis said. "Key activities were then assessed to determine those that could be streamlined, eliminated, kept in-house, migrated to a shared service environment, or outsourced."

Cassimatis, who has more than 20 years of management-consulting experience, said many of the same core issues facing companies remain the same even two decades later. He said they are: performance improvement, effectively managing change, managing costs, and collaboration with employees, customer and partners.

"The first three issues have been issues that companies have been facing for many years," he said. "Collaboration is a more recent issue due to organizations being more distributed and working in more virtual environments."