

Leading “Mission Impossible” Investment Returns



Boston - Dallas - Raleigh - San Francisco - Tampa

Hardware Manufacturer

Situation: US-based manufacturer and international supplier of products and systems for the cable, satellite and wireless cable television industries was struggling to remain cost competitive and facing a briskly eroding market share.

Actions: VERTO was asked to develop and lead the company’s crucial entry into foreign manufacturing markets. VERTO acted as President for Asia and helped establish one of the first-ever factories in Southern China, where VERTO had to negotiate with the local government leaders to supply a workforce from the untrained citizens of the scattered villages. Despite significant cultural barriers, chiefly the government’s insistence that the company build a dormitory compound for the female work force that was permitted only two-year tenure, there is now a thriving city that evolved around the factory and a flourishing work force.

Results: In a resource-constrained time, the company secured a viable production environment and its Asian work force became the key to the company’s recaptured profitability and competitiveness.