

BACKGROUNDER: BRUCE LA FETRA

PRINCIPAL, LA FETRA CONSULTING



Bruce La Fetra is a life-long customer relationship junkie. Experiences over the years with sales reps, channel partners, engineers, and various types of professionals taught him how to get others to share their unique perspectives. This experience also brought the recognition that a lack of marketing focus is a greater impediment than poor execution at most firms. Since 2010, his focus is on working with elite professional services firms to drive shorter sales cycles, higher profits, more and better referrals, and the joy of having a book full of their best clients.

A practical perspective gained from years of experience across many industries adds heft to educational credentials identical to many high-fliers at big consulting firms. Bruce's clients choose to work with him rather than an agency or another consultant because sees himself as a business advisor rather than merely a marketing consultant or vendor.

PROFESSIONAL BACKGROUND

Bruce's experience as a practitioner and consultant spans software, hardware and service solutions. Prior to becoming a consultant, Bruce held key marketing and channel roles for industry leaders (number 1 or 2 in their markets), including: Docent (now SumTotal), First Data, Cornerstone Imaging, and Raychem (now TE Connectivity). Before going solo, he was Business Strategist for Rubicon Consulting for eight years, working with clients such as Adobe, Autodesk, Logitech, Pinnacle/Avid, Symantec, The Riverside Company, and Openwave.

REPRESENTATIVE EXPERIENCE

- Bruce developed a comprehensive marketing strategy for doubling revenue for a specialty commercial contractor, leveraging the firm's personality, culture and processes, and highly personal sales process to establish a differentiated position in the data center, healthcare and advanced technology segments.
- Digging deep with the attorneys and insurance companies they worked with, Bruce unlocked the secret sauce of an engineering consulting firm. Rather than being "better writers," the firm actually delivered a superior kind of report that better supported client business decisions. Recognizing this not-easy-to-duplicate advantage became the highlight of their marketing. It also changed how they managed mid-level staff (to make sure they explicitly delivered their firm's secret sauce), and even how they hired.
- Bruce transformed a struggling product into a market winner for a software services company serving home health agencies by re-framing the benefits to reflect nurse-owner priorities that placed patient care above operational efficiency-driven financial gains and owner profit.

- Grew a client's existing product revenue by \$28M with an optimized license program that increased ASP 20% without customer backlash or unit sales drop. Using existing products, knowledge of user segments and tiered licensing he developed an innovative solution to drive penetration of the price-conscious broader market without cannibalizing "extraordinarily healthy" profits from core users.
- Bruce authored a series of sales playbooks for a Fortune 10 provider of hardware and enterprise solutions based on in-depth interviews capturing knowledge and insights from the leading sales reps.
- Bruce transformed a weak customer base into a strategic asset by engaging customers as full partners in the success of Docent's enterprise learning management system. He led a team that identified and nurtured participants while managing program assets and processes against current and anticipated sales needs and opportunity.
- Bruce has authored feature articles for *The Pricing Advisor*, *Pragmatic Marketing Magazine*, *The Marketer*, and *SandHill.com*.

EDUCATION & CERTIFICATIONS

Diplomas

BA in Economics (*cum laude*) from **Claremont McKenna College**

MBA from the **Tuck School of Business at Dartmouth College**

Certifications

Essential Facilitation by Interaction Associates

Certified Document Imaging Architect (CDIA) by Computer Technology Industry Association

CONTACT INFORMATION



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