

For Immediate Release

Direct Sales Veteran Jim Northrop Launches Winfield Consulting

Industry Experts Team to Offer Consulting Services for Direct selling Organizations

LAKE PLACID, NY, May 1, 2011 -- Industry veteran and former [Direct Selling Association](#) Chairman Jim Northrop -- in conjunction with top industry executives -- has launched [Winfield Consulting](#), a full-service consulting company specializing in offering vitalizing strategies for direct selling companies.

A current board member of the Direct Selling Association and the [Direct Selling Education Foundation](#), Northrop is widely known and well-respected for his turnaround track record with high-growth consumer businesses. Most recently, Northrop served as President and CEO of [Immunotec, Inc.](#), a nutritional network marketing company, [Reader's Digest QSP](#) division and [Princess House](#), a direct seller of home products. Leveraging his leadership experience, Northrop and his full team of seasoned industry executives launched Winfield Consulting to provide emerging and established direct selling organizations with direction on management and operations, information technology, marketing and management strategies.

Direct Selling Association (DSA) President Neil Offen said, "I've had the pleasure of working with Jim Northrop as a DSA Board of Directors Member, Board Chairman and Chair of numerous association committees for the past 17 years. As the Chair of DSA's Strategic Planning Committee, Northrop did an excellent job of developing a strategic plan that has become the blueprint for focusing the efforts of the Association during this critical time for our industry. At Winfield, Northrop has developed a team of individuals who understand the unique nature of the direct selling business model and have both the functional expertise and depth of experience to help direct selling management teams assess their issues and opportunities and create plans to realize their potential."

"I've known Jim Northrop for nearly 15 years and worked with him on a number projects including a Direct Selling University for our Global Management Team at [Avon](#)," said Brian Connolly, former President of Avon U.S. and Avon International. "Northrop is a well-respected and trusted leader in the direct selling industry and is one of the few CEOs to ever turn around a large direct selling company. Further, he brings the important perspective of having led consumer products companies in multiple channels. Northrop thoroughly understands the role of "the head and the heart" in the direct sales business model."

Full-Service Strategy and Execution

Winfield Consulting consists of a highly skilled and diverse team of seasoned management executives who have experience in both Party Plan and Network Marketing companies and have orchestrated implementation of turnaround strategies, repositioning, new compensation plans, geographic expansion, capital infusions, restructuring and exit strategies. Their approach is to collaborate with management to evaluate the specific issues and opportunities and then create and implement custom solutions to achieve objectives and deliver measurable results.

Services include:

- Core competency assessment
- Identification of new and existing target markets
- Product development and messaging
- Compensation plan development and evaluation
- Infrastructure planning and design
- Operations management consulting
- Recruiting strategies and promotional campaigns
- Sales force recognition and retention programs
- Meetings and training events
- Content development, communications and public relations
- Executive boot camp/field training
- Ongoing “advisory board” support

“The direct selling business model has complexities and challenges that are unique to this industry and require in-depth knowledge across all disciplines,” said Northrop. “Whether we’re helping a start-up launch their business, a mid-size company adopt new directions or vitalizing established companies which have stalled, we are excited to be able to leverage our in-depth knowledge to put these organizations on a path where they can quickly achieve their goals.”

To reach Winfield Consulting, call 518-302-5022 or visit www.gowinfield.com.