



## Founder and Principal

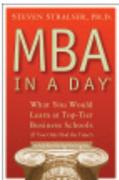
**Steven Stralser** received a Ph.D. from The University of Michigan where he taught Marketing and Marketing Strategy. He holds a BS in Marketing from The University of Arizona and an MBA from Arizona State University.

Dr. Stralser is Clinical Professor of Entrepreneurship at Thunderbird: The Garvin School of International Management and prior, at The University of Arizona teaching Marketing and Entrepreneurship, honored as "Faculty of the Year" for teaching excellence in the nationally-ranked Entrepreneurship Program and the Bobcat Senior Honorary Faculty Award.

In addition to academic credentials, Dr. Stralser has been an entrepreneur and has held high-level marketing and consulting positions in business, industry and non-profit organizations. Currently he serves on the Board of Directors of the Arizona Angel Investor's Conference, TiE-AZ, an organization that advances entrepreneurship internationally, nationally and locally. Dr. Stralser is an Advisory Board member of Interactiv-e-Coaching, a breakthrough provider of e-learning solutions for youth sports ([www.flexcoach.com](http://www.flexcoach.com)).

He served as a member of the Chairman's Quality Committee of BannerHealth (formerly Samaritan) Health Systems, the largest healthcare provider in Arizona and is on the National Marketing Committee for the Jewish National Fund. During Fall 1999, he was a Fulbright Senior Scholar, teaching in the MBA program at The Budapest University of Economic Sciences and at The University of Miskolc.

Dr. Stralser's book *MBA in a DAY: What you would learn at top-tier business schools—if you only had the time*—was published in September 2004 by John Wiley & Sons.



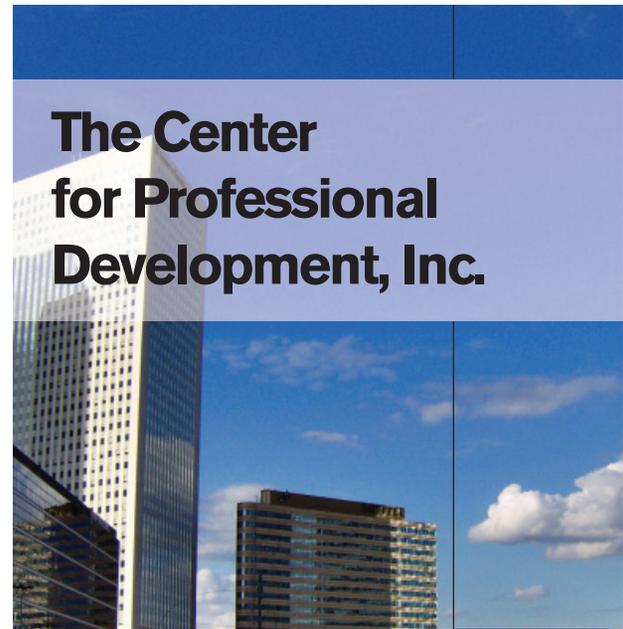
**Determining your goals...  
developing your plan...  
teaching and learning for success...**

- Client-centered services by a team of experienced professionals
- Customized programs, delivering innovative customer solutions
- Cutting edge approaches to solving problems and providing answers
- Access and availability of global knowledge resources and contacts

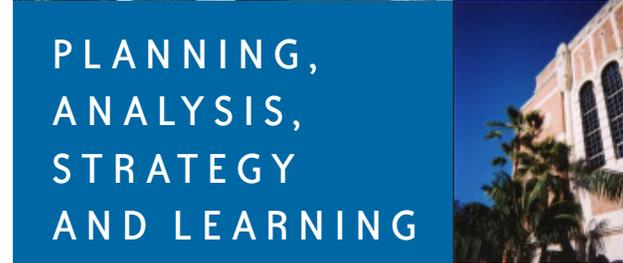
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## The Center for Professional Development, Inc.



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# The Center for Professional Development, Inc.

Business Plan Advising and Coaching

Innovation & Creativity Training and Development

Business Training for Nonbusiness Professionals

Leadership & Team Building

Executive Coaching

International Market Entry Analysis and Market Entry Strategies



## Human Capital Development

For most organizations, the key to competitive advantage is not in their tangible, physical assets—it's the human side of the business that drives innovation, productivity and profitability...

## Customized Training & Education

The Center excels in providing innovative training and executive education programs targeted to mid-sized, often family-owned businesses, professionals, e.g., physicians, attorneys, architects, dentists, scientists, engineers and non profit executives who are well trained in their professions, but who often face challenges with the "business" issues facing their practices, work units or overall organization.

The Center's key program, MBA in a DAY®, has been presented to diverse audiences, such as the Chicago Medical Society, the Society of Gynecologic Oncologists, the annual meeting of the Mensa Society, American Express Financial Services, Nonprofit Management Solutions and the Volunteer Center of Orange County.

# Human Capital and Business Development

## Executive Coaching & Mentoring

Many key executives find their overall performance improved when an external resource is utilized to identify and leverage areas of strength and excellence; one-on-one coaching can be effective in developing the full potential of executives and top management team members.



## Analysis, Planning & Strategy

In today's complex competitive environment, organizations must understand the external factors affecting their performance and productivity—often, outside perspectives, expertise and resources are critical to launch, or grow an enterprise or strategic business unit.

## Business Plan Creation

Having a well-crafted business plan is essential to communicate both externally and internally...the Center works with your top management team to research, create, and deliver a persuasive, winning, and fundable business plan.

## Globalization: Analysis & Strategy

To be successful, most every organization must have a global perspective for their markets, suppliers and customers...utilizing the uncommon resources of a global network of professionals in over 100 countries, the Center can help research and effect a strategy to leverage today's global economic opportunities.



## Recent Work...

- For **The Tech Group**, a privately held custom plastic manufacturer, with 6 plants in 4 countries, creation of a business plan, resulting in a successful merger.
- For **Interactiv-Coaching**, Phoenix, E-learning for youth sports coaching, strategic marketing and B round financing advice.
- For **St. Luke's Health Initiatives**, Phoenix, coached and mentored several non profit executives in writing their organization's business plans.
- For **International Village Partners**, New York City, researched and wrote a business plan for the development of 200 residential units in Kosovo Pristina .
- For **Non Profit Management Solutions**, San Diego, conducted a day long seminar "marketing for non profits" for 15 executives of non profit organizations.
- For the **American Academy of Otolaryngology**, Washington DC, presented a program "the physician as leader" for 30 private practice physicians.
- For **Thunderbird, The Garvin School of International Management**, created and delivered a breakthrough program, "Project Artemis" to train 15 women from Afghanistan in the basics of business and new venture formation.