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### **New Venture Research**

337 Clay St., Suite 101  
Nevada City, CA 95959

Tel: (408) 244-1100 Fax: 530-265-1998

[www.newventureresearch.com/](http://www.newventureresearch.com/) [kwilliams@newventureresearch.com/](mailto:kwilliams@newventureresearch.com/)



# NEW VENTURE RESEARCH CORP.

## About New Venture Research

New Venture Research Corp. (NVR) was established in 1988 to provide advanced business research services for the high technology electronics sector. Initially, the company's focus was on providing startup businesses with market research and strategic planning consulting services since we were located in Silicon Valley, California. Later, the company expanded into providing business development and merger & acquisition services to large and small as well as old and new firms.

Today, NVR is a global provider of business intelligence, growth management and advisory services to companies in the information technology, telecommunications, consumer, scientific instrumentation and advanced electronics markets.

NVR assists companies in their decision making by providing timely market and strategic information. Our goal is to help our clients achieve their key business objectives by offering a range of primary and secondary research capabilities that give guidance on new products and emerging businesses.

### **Randall Sherman - Senior Analyst and Founder**

**Randall Sherman** is the president and principal analyst of New Venture Research Corp., a technology market research and business consulting firm focused on the EMS and OEM electronics manufacturing industries. Mr. Sherman has more than 25 years' experience in technology and business research. He began his career as a telecom network design engineer and holds an undergraduate degree in Astrophysics. He has held senior positions at various market research firms, including Creative Strategies, Frost and Sullivan, and BIS Strategic Decisions. Mr. Sherman holds an MSEE from the University of Colorado and an MBA from the Edinburgh School of Business.



### **Jerry Watkins - Senior Analyst**

**Jerry Watkins** is an independent senior analyst with more than 17 years of experience in the field of market research and consulting. He has worked for leading research companies such as Frost & Sullivan, Lucid Information Services, and NSI Research both in management and as a writer. Mr. Watkins has authored many syndicated reports, previously in the telecommunications sector and more recently in the computing and merchant embedded computing industry. He holds three university degrees including a B.A. in History, as well as a M.A. in International Studies.

