



# The Neal Asbury Show

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Peter S. Cohan, President: Peter S. Cohan & Associates, Author and Adjunct Lecturer, Babson College to Appear January 29th On The Neal Asbury Show on WZAB-AM



Cohan is president of Peter S. Cohan & Associates, a management consulting and venture capital firm. His strategy consulting practice helps companies in technology-intensive industries to identify, evaluate, and profit from new business opportunities created by changing technology. Services include process facilitation, proprietary research reports, and management development. Since 1981, Cohan has completed over 150 consulting projects for clients in industries such as financial services, information technology, and health care.

Cohan's venture capital business Of the six private companies in which his firm has invested, three were sold for \$2.2 billion. His firm invested in Andromedia, an Internet software company, which was acquired in December 1999 for \$440 million in stock by Macromedia (MACR); SupplierMarket.com, an industrial products Web site, acquired in August 2000 by Ariba (ARBA) for \$930 million in stock; and Lexar

Media, a designer of flash memory, which was sold in June 2006 to Micron Technology (MU) for \$850 million.

Prior to starting his firm, Cohan worked at CSC/Index with James A. Champy, co-author of Reengineering The Corporation and at The Monitor Company, a strategy consulting firm co-founded by Professor Michael E. Porter of the Harvard Business School. He also worked as an internal consultant in the banking and insurance industries.

Cohan joined Babson College as an executive-in-residence in May 2002. Since then he has advised MBA teams in their Babson Consulting Alliance Program (BCAP) and Management Consulting Field Experience (MCFE) projects. Projects helped companies in industries such as financial services, IT consulting, medical electronics, quick-service restaurants, food products, and endoscopic surgery to expand into new markets.

Since September 2005, Cohan has taught undergraduate and graduate Management courses at Babson including Strategic Decision Making, Competitive Environment & Strategy, International Business Strategy, and Corporate Entrepreneurship. He also designed and taught an executive MBA course Finding and Delivering High ROI Networked Business Initiatives.

He received an MBA from The Wharton School (1985), did graduate work in Computer Science at MIT (1980 to 1982), and earned a BS in Electrical Engineering from Swarthmore College (1980).

Cohan has delivered management development programs around the world. He taught in the Columbia Senior Executive Program, Stanford University's Industry Thought Leaders seminar and its Forum for American/Chinese Exchange (FACES) conference, Singapore's National Science and Technology Board program on innovation, and the University of Hong Kong's seminar on e-business.

He has presented and participated in roundtable discussions at global management conferences sponsored by BMC Software, CNBC Asia, Fidelity Investments, Oracle's OAug, IBM, HP, Nokia, Red Herring, Technologic Partners, Teradyne, SAP, StarHub, Cadence, Cable & Wireless HKT, Development Bank of Singapore and Verilink.

TV producers and print reporters regularly call on Cohan for his commentary on corporate strategies, stock market dynamics, and political economy. He has appeared a guest of ABC's Good Morning America, PBS's Wall Street Week with Fortune, Bloomberg TV, CNBC, CNBC Asia, and FoxBusiness. He has also been quoted in the Boston Globe, New York Times, USA Today, Wall Street Journal, Washington Post, Barron's, Business Week, The Economist, Forbes, Fortune, and Time.

The Neal Asbury Show tackles key trade issues every Thursday from 11:00 AM until Noon on WZAB-AM 880. The show is streamed live on line at WWW.880THE-BIZ.COM, which is affiliated with Bloomberg Radio and CNBC.



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