



**PHILOSOPHY / CAPABILITIES  
&  
ASSOCIATE PROFILES**



**US Market Entry is a Complex Undertaking.  
That's Why Companies to Whom Success is Critical Choose MGSE.**

MGSE works with small and medium size enterprises in the US, UK and Europe who desire to introduce their business or products to the US market. MGSE has the marketing expertise and business development insight to evaluate, facilitate, and manage your company's US market entry.

Key elements of our services include strategic planning, opportunity assessments, demographic profiling, brand development, identifying market niches and creating new revenue streams.

Your firm can rely on MGSE to formulate and execute a successful strategy to achieve US market entry.



## **MISSION STATEMENT**

MGSE specializes in developing marketplace evaluations, facilitating market entry, and provides on-going marketing services for companies and international trade/development organizations that wish to establish a new operation or expand their current business.

Today's global marketplace is increasingly competitive, forcing marketers to seek out new approaches. We believe opportunities exist for companies who want to increase market share or create a new market for their products and services.

## **THE MGSE EQUATION**

**UNIQUE:** Our vision for where your business can go, innovative thinking, and key consumer insights, is why organizations hire MGSE.

**COMPETITIVE:** How and where your brand is presented creates the competitive difference.

**EXPERIENCED:** Our knowledge is measured by the experience we bring to your business.

**INTERNATIONAL:** A strategic alliance with UK based Metzmedia provides a local presence for UK firms and ensures continuity of service and communications.

## **MEMBERSHIPS & LINKS**

**British American Business Council Los Angeles**

**Moss Consulting, Belgium**



## PHILOSOPHY & CAPABILITIES

**mgse** was founded in 1999 and is based in Santa Monica, California. We specialize in providing integrated marketing services for our clients in the US, UK, and Europe. Services include marketplace evaluations, business development, trend analysis, branding, pricing & distribution analysis, sales planning, lead generation, trade & consumer research, creative services, product representation, and corporate communications programs.

**mgse** is a hybrid company that takes an entrepreneurial approach to marketing. The diversity of our associates' expertise enables us to provide a fresh perspective in identifying new opportunities for a wide range of products and services which can then be presented and sold through strategically directed niche marketing tactics.

**mgse** views product and service innovation, packaging, and alternative avenues of distribution as a way to efficiently increase sales. Often times, products and services may not realize their full potential because of traditional marketing practices and methods of distribution.

**mgse** believes that intensified competition between international trade organizations for inward investment requires a strategic and tactical approach to the US marketplace. Successful inward investment programs depend on the ability to leverage their organization's efforts through branding, positioning, and cost efficient tactics for business development and lead generation.

**mgse** believes that niche marketing, tactical uses of media, and innovative communications programs provide manufacturers with the competitive edge and opportunity to attract discriminating consumers who seek out products and services that perceptually enhance the quality of their lifestyle.

**mgse** has a network of marketing and sales professionals in the US, UK, and Europe who provide the company with a worldwide ability to identify products and opportunities that can be successfully matched to a specific country or market no matter where the product is manufactured or currently sold.

**mgse** will actively work with manufacturers and distributors who are interested in taking an entrepreneurial approach in bringing their products and services to the marketplace.



## ASSOCIATE PROFILES

### **Stephen Esbin, Partner**

Mr. Esbin, based in Santa Monica, has over 25 years experience in marketing, advertising, public relations, and consulting. He has worked with companies such as Procter & Gamble, Coca-Cola, Nabisco, Citigroup, NYNEX Computer Services, Fogarty (UK), Fox Broadcasting Co., PACCAR, Inc., and a variety of e-commerce businesses and government sector entities. Mr. Esbin serves on the Board of Directors of the British American Business Council Los Angeles.

### **Monette Gomez, Partner**

Ms. Gomez, based in Santa Monica, grew up in Spain and was educated in Switzerland and England. Upon returning to the US she started her own business, recruiting State Registered Nannies from England. She specializes in client relations, product/service development, merchandising, and has an extensive background in the healthcare industry.

### **Graham Richardson, Executive Consultant, United Kingdom & Europe**

Mr. Richardson, based in Maidenhead, England, has over 20 years executive sales and marketing experience. He has held senior positions in organizations including Nestle, Avis Rent A Car, and Corporate Express. He is Executive Director of Metzmedia in England whose clients include Royal Bank of Scotland, Halifax Bank of Scotland, and Royal Mail.

### **Jerry Walters, Associate, Worldwide**

Mr. Walters, based in Los Angeles, has over 30 years of marketing, research and consulting experience with companies such as Procter & Gamble, Colgate, Unilever, General Motors, AT&T, United Online, Fairchild Semiconductor, American Express, US Government agencies, and the State of California.

### **Bob McCarthy, Associate, Worldwide**

Mr. McCarthy, based in Los Angeles, has over 30 years executive marketing, sales and corporate business planning experience. He specializes in strategic partnering and representation with both national and international companies in the areas of co-branding, sponsorships, and new product development. He has worked with companies such as Mattel, Inc., The Walt Disney Company, Northrop Grumman, Lockheed, and BP-Atlantic Richfield (ARCO). He is President of McCarthy Marketing Management (M<sup>3</sup>).

### **Jean - Remy Baron, Associate, France**

Mr. Baron, based in Los Angeles, has over 10 years experience in international business consulting and operations management. He has worked for companies such as Gullivers Travel Associates, Danone Water of North America, Mitico Development, Inc., and Eurotel, helping these firms create new profit centers and implementation.



## CONTACTS

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