

## **Chasm Group Launches New Practices to Address High-Tech Market Evolution**

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The Chasm Group LLC, a leading Silicon Valley-based strategy and marketing consulting firm serving the high-tech sector, announced today that it is expanding into three practice areas to serve its growing and increasingly diverse client base.

“The high-tech sector is maturing, and market needs are segmenting,” noted Geoffrey Moore, chairman and founder of the group. “We are restructuring our practice for the same reasons we counsel our clients to, namely to better keep pace with changing market dynamics. Now we can offer counsel—from market development strategy, to corporate restructuring, to professional development—to serve our clients’ diverse and specific challenges.”

To address the challenges faced by established companies making fundamental changes to their strategic direction, a new practice called *TCG Advisors* focuses on helping executive teams restructure their enterprises to extract resources from legacy efforts and repurpose them for emerging opportunities. TCG Advisors will focus on many of the issues recently detailed in Moore’s latest book, *Living on the Fault Line* (HarperBusiness, 2002). Further information is available at [www.tcg-advisors.com](http://www.tcg-advisors.com).

The firm is also launching *Chasm Institute*, a professional development and education practice designed to serve the needs of companies who seek to incorporate Chasm Group theories and disciplines into their professional development process. Chasm Group models provide a comprehensive framework from which to develop coherent and effective strategies. As a result, engineering, marketing and sales organizations can create more effective and aligned go-to-market programs. Further information is available at [www.chasminstitute.com](http://www.chasminstitute.com).

The original *Chasm Group* practice will continue to focus on the ongoing needs of clients in the information technology, bioinstrumentation, and technology-based services sectors facing market development challenges—including private companies looking to launch new categories or products—or public companies striving to identify new market growth strategies, reposition product and company brands, or revitalize products and services in mature markets. See [www.chasmgroup.com](http://www.chasmgroup.com) for additional information.

The Chasm Group, LLC, founded in 1992, is a strategy consulting firm based in San Mateo, CA. It serves the needs of high technology and technology-based organizations on a global basis. Its clientele ranges from Fortune 100 companies to venture-funded start-ups.