The Institute for Business in the Global Context Speaker Series is pleased to present:

“The Value of Advice: The Tradecraft of Consulting Revealed”

George Norsig, CEO, NuuKo
David Puth, EVP, Head of State Street Global Markets

“Need more runway,” “double click on that” or the “view from 30,000 feet” -- chances are that you've heard the consulting metaphors. So why do organizations hire consultants? What value do consultants provide? Are they really worth the cost? If you are looking to gain perspective on the industry, the trends that are currently reshaping it and determine whether you’d like to pursue a consulting career, then join this provocative and honest discussion between consultant and client, featuring:
• **George Norsig, Founder & CEO of NuuKo**, and one of the lions of the consulting industry. George spent more than 4 decades with McKinsey & Co. and Monitor assisting some of the world’s best known companies. Today, he nurtures the latest innovations in client services through his own expert networking firm.

• **David Puth, EVP, Global Markets at State Street Corporation**, a leading financial services firm here in Boston. David is a member of the company's senior-most strategy and policy making group, an avid Fletcher recruiter, and a consumer of consulting services, including our own Fletcher team which delivered him a strategy to expand the bank's private wealth management business internationally earlier this spring.

Moderated by our own Senior Associate Dean Bhaskar Chakravorti, a veteran of McKinsey and Monitor, with quips and war stories from Prof. Rusty Tunnard, who trains a batch of 40 Fletcher student consultants every spring. You could be next!

**Monday, September 27th**
**5:30 – 7:00pm**
**Mugar 200**

RSVP is required. Please visit Event Brite to register [here](#).

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**George Norsig**

George Norsig, NuuKo co-founder, is a senior strategist steeped in C-level corporate problem solving when companies need a sea-change in business models, and new business creation and rapid development. He is also well-known as a turnaround specialist particularly with diversified companies operating either in or from international markets.

NuuKo is an “Experts on Demand” consultancy. Enterprises of any size can find and work with experts to help them understand and solve their critical problems and successfully pursue opportunities. NuuKo’s independent Enterprise Solutions Experts™, each of whom offers the experience and insight gained by working at the highest levels of an enterprise, provide their strategic and tactical advice in areas such as communications strategy, health care reform, C-Suite Counsel and multiple other horizontal and vertical practice areas. NuuKo provides all the tools, resources, processes and
services necessary to make the consulting relationship successful – and most important among these is the culture of collaboration between and among the experts and the enterprise.

As a Senior Director at McKinsey & Company with more than 20 years’ experience, Norsig managed hundreds of assignments addressing issues in technology-intensive fields such as communications, energy, and the service sector.

His additional experience stems from nearly 10 years with the Monitor Group, where he developed and led a special "Client Review Function". With an intimate background in finance, Norsig also founded and managed a special research investment firm that has created unique technology-oriented mapping research resulting in unique stock market and direct investments to these emerging companies.

Specialties: international business development, M&A, innovation strategy, corporate turnarounds and racing Porches!

David Puth

David Puth is an Executive Vice President in charge of State Street’s Global Markets businesses. Puth is also a member of the company’s Management Committee, State Street’s senior-most strategy and policy making team.

State Street Global Markets includes investment research, securities finance and trading activities worldwide. State Street provides specialized investment research and trading to institutional investors across foreign exchange, equities and fixed income. State Street is the global leader in the securities lending industry. State Street is also one of the world’s largest foreign exchange dealers for institutional clients and a major provider of execution services for foreign exchange through its E-Exchange platforms.

From 1988 through 2007, Puth worked for JPMorgan Chase where he was a member of the company’s Executive Group. In 2007 Puth founded the Eriska Group, an investment advisory and risk management consulting firm where he worked until joining State Street in August of 2008.

Puth is a member of the board of the Robin Hood Foundation. Robin Hood is one of the country’s leading voices in the fight against poverty while focusing its efforts on the City of New York. Puth is also a Trustee of the Berkshire School, a preparatory school in Sheffield, Massachusetts and a member of the board of the Institute for Global Leadership at Tufts University.

Puth holds a Bachelor of Arts Degree from Tufts University and resides in Boston.