

# KEITH BURTOFT

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## PROFILE

Keith Burtoft is a business consultant with experience in strategic planning, management processes, and communications. He has provided services for the United States Air Force as well as for commercial clients in manufacturing, retail, outplacement, and research and development. He has over 20 years of in-house corporate experience in a variety of functions including management consulting, process improvement, product development and R&D.

Keith is the founder and president of Markers & Mice, a consulting business that helps clients analyze and assess strategic issues, and design clear, compelling solutions. He is recognized for his ability to apply visual facilitation and analysis techniques that enhance clarity, understanding and sharing of complex information. Keith makes ideas, opportunities, and issues explicit and actionable.

## PROFESSIONAL EXPERIENCE

**MARKERS & MICE** ([www.markersandmice.com](http://www.markersandmice.com)), Cincinnati, OH **2001 – Present**

*Founder and President*

Consulting practice focused on strategy facilitation, strategy development, and strategy communication. Key projects include:

*Battelle: High-Technology Research and Development*

- Created business model graphics and presentations to communicate client's new venture proposal to investors, customers, and stakeholders.

*Federated Leadership Institute (Federated Department Stores, Inc.): Retail*

- Developed training guide/workbook and collaborated on alternatives for content and facilitation approach for 2003 Leadership Training Program.

*Nova Systems Solutions: Defense Contractor*

- Designed initial brand communication materials for new company: logo, brochure, and introductory presentation.

*Organizational Development Network (ODN) Greater Cincinnati Chapter*

- Designed and facilitated a series of dialogues for the client's board that provided them with an up-to-date context for strategic decision-making.

*Right Management Consultants: HR Consulting/Outplacement*

- Conducted assessment of client training process that guided redesign of training materials and procedures.

**DSD LABORATORIES, INC., CRET**, Fairmont, WV **2002 - 2003**

Defense contractor, providing Business Process Reengineering, Change Management, Knowledge Management, and Performance Management services.

*Lead Consultant, Sustainment Alternatives for the United States Air Force Financial Management Knowledge Management Initiative*

- Conducted best practice analysis, developed sustainment alternatives, business cases (rationale and cost estimates), and created key milestone briefings.

**SENCO PRODUCTS, INC.**, Cincinnati, OH **1981 - 2001**

Manufacturer and marketer of fastening systems for construction, furniture, packaging and other applications.

*Manager, Strategy Development Processes*

- Provided in-house consulting for the executive team around visioning, strategy development, business process improvement, and the planning process.

**KENNER PRODUCTS, INC.**, Cincinnati, OH **1976 - 1981**

Manufacturer and marketer of children's toys.

*Senior Industrial Designer*

## EDUCATION

**UNIVERSITY OF CINCINNATI**, Cincinnati, OH **1975**

*Bachelor of Science, Design*