



**PRESS RELEASE
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**SEQUENT CONSULTING WILL HELP U.S. AND EUROPEAN COMPANIES
NAVIGATE FOREIGN WATERS**

NEW CANAAN, Conn., July 24, 2003 – Sequent Consulting, LLC, a management consulting practice, announced the opening of its new office in New Canaan, Conn., and the launch of its new multidisciplinary advisory service dedicated to helping both U.S. and European companies “navigate the unfamiliar waters of foreign markets.”

Sequent will also offer “marketing, communications, and regulatory strategies, which are essential elements of international expansion but which few consultancies can bring to bear in one comprehensive business solution.” In addition, the firm has launched a new Website (at www.sequentconsulting.com) which offers resources including news stories, presentations, articles and links to other relevant Websites for those who are interested in learning more about cross-border joint ventures and Sequent’s new services.

“At the core of the service,” says the firm’s founder and managing director Thomas Tesluk, “is Sequent’s proven expertise in cross-border joint ventures, partnerships, and corporate alliances.”

“These flexible business coalitions,” he explains “are fast becoming the tools of choice for international expansion, in an environment where organic growth can take too long to mature and rapid expansion through M&A is risky and requires large amounts of scarce capital.”

Tesluk explains that the name “Sequent” derives from the Latin *sequentis*, which means “next” or “succeeding.” It is inspired by management guru Peter Drucker’s vision of business in

the next quarter century. According to Drucker, successful corporations will rely on the flexibility and adaptability of alliances, rather than growth through traditional avenues such as acquisitions and concludes that strategy, rather than ownership, will become the key driver of success.

“In today’s world,” says Tesluk, “the demand for highly specialized knowledge makes it increasingly unlikely that any one company can assemble and maintain all the human and financial resources it needs to make successful cross-border strategies a reality.” Sequent was founded, he adds, to help fill that gap, thereby assisting companies to grow revenues, attract additional investors, and exploit competitive advantages through international expansion.

The new Sequent service is well-positioned to help firms surmount a host of challenges including identifying attractive markets, finding and winning the right partner, managing partner relations, gathering market data, establishing distribution channels, navigating through local regulatory issues, and dealing with the media, to name a few.

Sequent also has the resources and expertise to help firms manage such essential tasks as conducting market research, completing due diligence, negotiating joint venture agreements, preparing business plans, adjusting marketing strategies for cultural differences, managing local government relations and developing and executing the right communications strategy. Prospective service clients include both medium- and large-sized US companies seeking to expand abroad and European companies that want to grow their businesses in the U.S.

Tesluk is well qualified to manage these and related services. He has 20 years of experience in international business, including five years as an investment banker in Milan, Italy. Over that period, Tesluk established many successful joint ventures and business alliances in markets as diverse as Austria, Italy, Germany, India, Guatemala, Panama, and the Republic of Haiti.

In addition to his work in the financial industry, Tesluk has worked with leading European technology and telecommunications companies such as Siemens and Olivetti, along with Sweden’s national telephone company, Telia. His US-based clients have included Western Wireless International, Inc., and Cellular Communications International, Inc.