OUR SERVICES

Business Strategy & Financial Planning
- Strategic Planning
- Financial Analysis & Forecasting
- Scenario Modelling & Analysis
- ESG Strategies

Operational Improvement
- Change Management & Implementation
- Employee Engagement & Workshops
- Process Mapping & Controls

Marketing Strategy & Research
- Market Sizing
- Pricing Strategy
- Competitor Analysis
- Customer Surveys & Insights

Digital Transformation
- Digital Strategy & Planning
- Human-Centric UX & Design
- Data Analytics & Insights

Creating Value for our Clients
- Offering Premium Consulting Services at Competitive Rates
- Transforming businesses to set clients on a path of accelerated growth, enabling them to thrive in a rapidly changing environment.
- Utilizing a client-centric approach, we gain a deep understanding of client businesses to design solutions that deliver tangible results.

Leveraging World-Renowned Business Minds and Resources
- Incorporating cutting-edge MBA research and industry insights
- Delivering solutions using premium industry and research databases
- Harnessing our Board of Advisors’ 150 years of executive experience

Previous Clients

“The Impact team at Rotman, informed by state-of-the-art research and the enduring fundamentals of management thinking, delivers innovative, pragmatic and actionable solutions. I am a regular customer myself. The professionalism, the value added, and the can-do-attitude keep me coming back.”

- Tiff Macklem, Governor of the Bank of Canada
OUR TEAM

30 years of combined corporate experience

**Austen Crean | Principal**
- B.A., Dalhousie University
- 3.5 years of experience in digital marketing and digital strategy in the retail industry
- Expertise in marketing, hypothesis testing, ecommerce, analytics, and strategy

**Abhishek Derek Ellie | Principal**
- P.Eng., B.A.Sc, University of Waterloo
- 5+ years of experience in engineering design and implementation in the energy sector
- Expertise in stakeholder engagement, implementation strategy and team leadership

**Aseem Kumar | Principal**
- B.S., University of Maryland, College Park US
- 5 years experience as lead engineer for seatbelt systems for Ford Mustang and F-150
- Expertise in problem solving, stakeholder influencing, DFMEA root cause analysis.

**Chandan Sejekan | Principal**
- P.Eng., M.A.Sc., University of British Columbia, Vancouver
- 5+ years of experience in engineering consulting and design in the Infrastructure sector
- Expertise in strategy, analytics, project management, and stakeholder engagement

**Usama Tanzeem | Principal**
- B.Sc., Middle East Technical University, Turkey
- 3 years of experience in Oil & Gas and Sustainable Development
- Expertise in operations, business development, and stakeholder management

**Rohan Thomas | Principal**
- M.Sc., University of North Dakota
- 6 years of experience in aerospace, education technology, and renewable energy
- Expertise in process improvement, strategy & implementation, and project management

CONTACT US

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