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## **Seafood Consultancy Launched**

On March 4<sup>th</sup>, Ronald J. Sasiela, President of Sasiela & Associates, launched his consulting business at an event high atop the New York skyline. Surrounded by colleagues, supporters, staff and members of his advisory panel, he laid out his company's vision: "Our customized client-centric, on-site training programs are designed to add value to our partner's bottom line. With the increased risk of bird flu, BSE and other such concerns with our protein sources, more emphasis is required for sound product development in the seafood category. Our firm has the capabilities and is poised to help fill that void."

### **Co-founded Seafood University**

For 22 years, Sasiela was Research & Development Director at Icelandic®USA, Inc. and now maintains the title of *Dean Emeritus* of their acclaimed Seafood University. He helped co-found the "University" 13 years and nearly 1,900 graduates ago. The "University" was Icelandic's premiere sales and employee training program – a factor contributing to his former company's industry stature.

### **Industry Recognition**

Bud Jones, former Executive Vice-President of Sales & Marketing at Icelandic, and now principal of Bud Jones Consulting, told the crowd "In my 18 years at Coldwater/Icelandic USA we launched an extraordinary number of very successful new products. Foodservice, retail, industrial and chain-account markets were penetrated. Ron Sasiela and his team were an integral part of each new product. That growth history was in a major part due to the R & D excellence provided by Ron's collaborative leadership."

### **Unique Resources**

Sasiela's strong academic background in engineering management, patent law, published writings and teaching-to-adults skills affords clients a wealth of resources to draw on. Leading a team that broke a still-standing Guinness World Record three years ago is among them.

### **Contact**

To learn more, contact Sasiela at 410-463-1061 or via [www.seafoodconsultancy.com](http://www.seafoodconsultancy.com)