

The Shindler Perspective, Inc.

Roberta Shindler Bio

After earning her Master's Degree in Management from the Sloan School of Management at MIT, Roberta was recruited by Bank of America, so Roberta and Marty moved to California where Roberta worked in banking for a number of years before taking time off from her career to raise their children.

When Marty started a consulting practice in early 1996, Roberta began, on a part time basis, to review various reports, letters and proposals, always providing added insight into the work product with her critical thinking skills.

As the children got older and required less of her time, Roberta became increasingly involved in working on consulting projects, becoming a full time participant in 2001. Her involvement, along with her husband and business partner, Marty Shindler, gives clients a much appreciated added dimension to consulting projects.

She brings a unique combination of hands on management work and educational credentials to The Shindler Perspective, Inc. Roberta's skills lend themselves equally to large and small organizations.

A sampling of projects in which Roberta has been involved includes:

- A strategic planning session resulting in the development and preparation of a business plan for a company involved in 3D stereoscopic image acquisition and delivery;
- An operational review of a small post production company;
- A business plan for a software developer;
- A marketing plan for a visual effects company;
- A technology assessment project for a major Midwestern university;
- A business plan for an Internet game developer;
- A business plan for an Internet portal and content site for a world renowned author and noted futurist;
- A business plan for a company involved in wireless technology applications and content,
- A market assessment for a professional digital imaging tool company transitioning to a consumer product company;
- A ghostwriting assignment of several chapters in a scientific exploration book for a leading technology company executive;
- An Economic Impact Study for a trade organization involved in the specialty theater industry; and
- Expert Reports, including case analysis as part of several litigation consulting projects.

Prior to her involvement with The Shindler Perspective, Roberta worked in the banking and securities brokerage industries as well as in executive search.

Roberta's educational credentials include a Bachelor's Degree from Brandeis University and a Master's Degree from the Sloan School of Management at the Massachusetts Institute of Technology (MIT).

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