

THE NORTHBRIDGE GROUP

ECONOMIC & STRATEGIC CONSULTING

Associate Recruiting

The NorthBridge Group is a boutique economic and strategic consulting firm specializing in the electric and natural gas industries:

- Founded in 1992
- Single office located outside of Boston
- 26 consultants
- Our partners and associates hold MBAs from Yale, Harvard, Sloan and Tuck as well as other graduate degrees from Yale, Harvard, Stanford, and MIT.

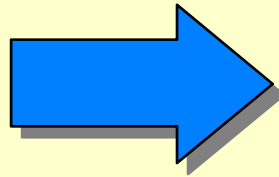
We are looking for new associates to support the Firm's growth.

The majority of our discussion today will focus on three important questions:

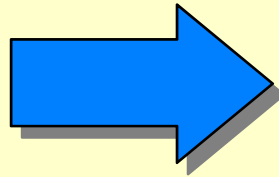
- Why specialize in a particular industry?
- Why electric and gas?
- Why NorthBridge?

We will finish by highlighting the characteristics we seek in our associate candidates.

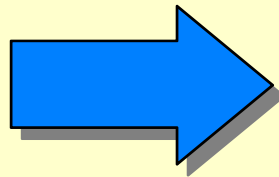
WHY SPECIALIZE?



Develop Expertise



Maximize Contribution

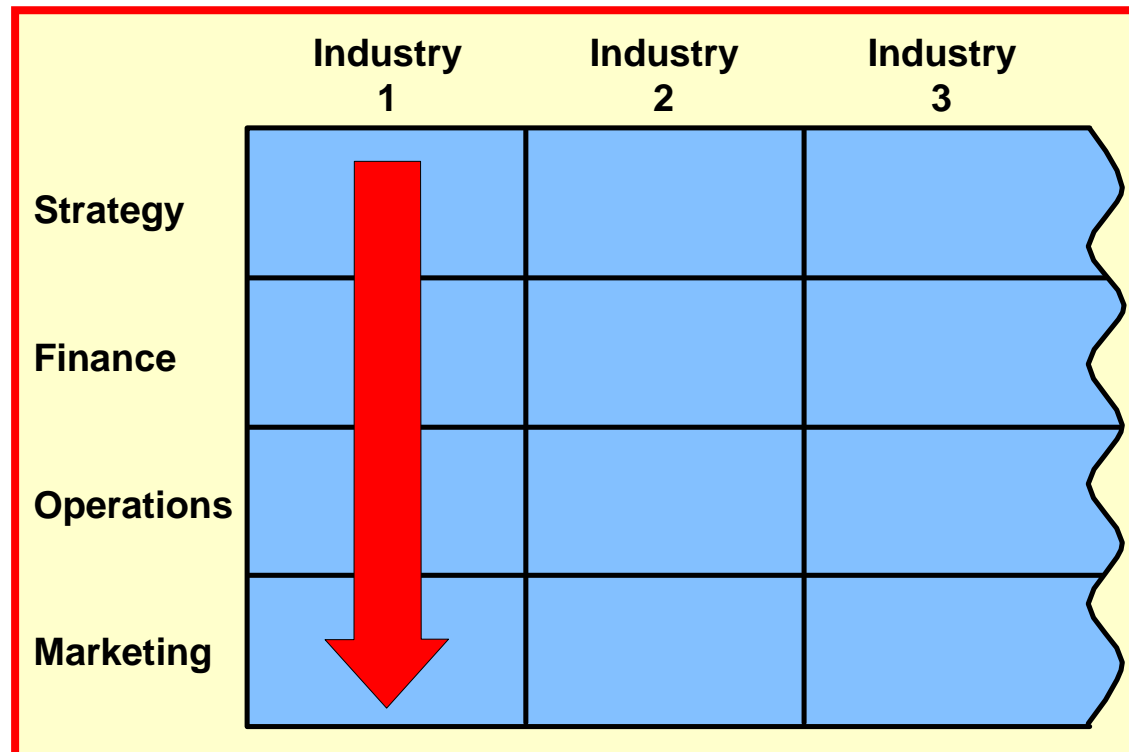


Establish Long-Term Relationships

WHY SPECIALIZE?

Develop Expertise

Industry specialization provides consultants with a significantly different experience than either general management consulting firms or those focused solely on strategy consulting: our practice allows consultants to work in a range of functional areas, while developing an area of expertise:



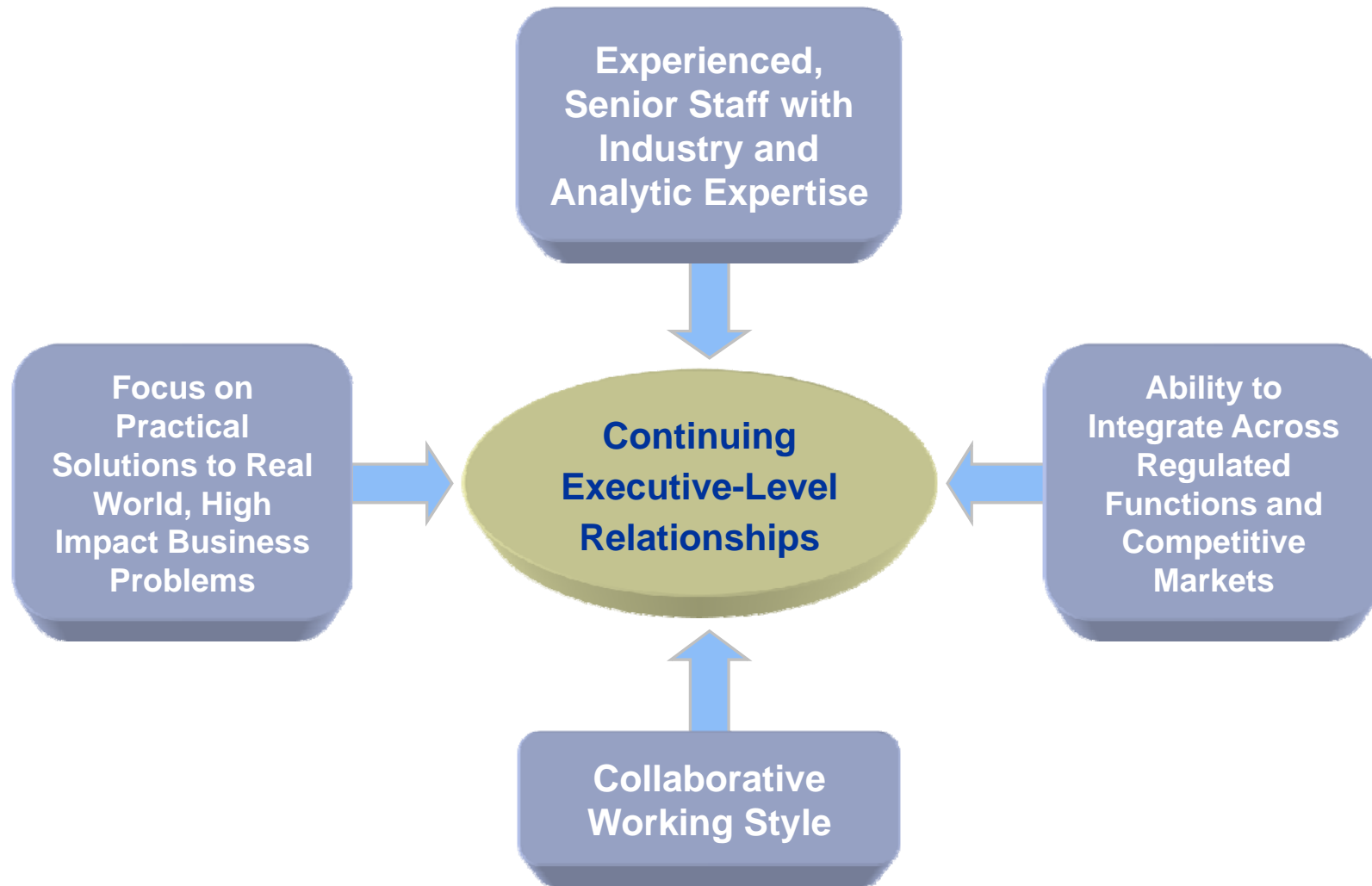
This industry expertise allows our consultants to maximize their contribution to clients:

- Allows you to become a valuable resource sooner
- Reduces pressure to live at the client site
- Promotes confidence with clients
- Provides opportunity for more substantive work.

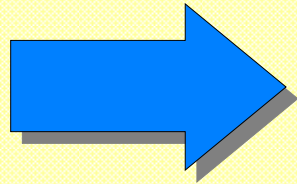
WHY SPECIALIZE?

Establish Long-Term Relationships

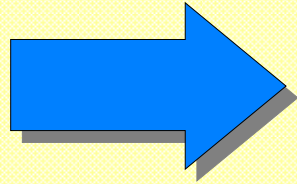
Specialization supports long-term client relationships:



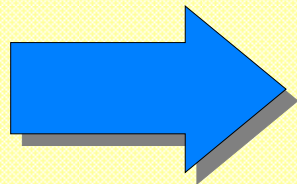
WHY ELECTRIC AND GAS?



Strong Fundamentals



Growing Consulting Opportunities



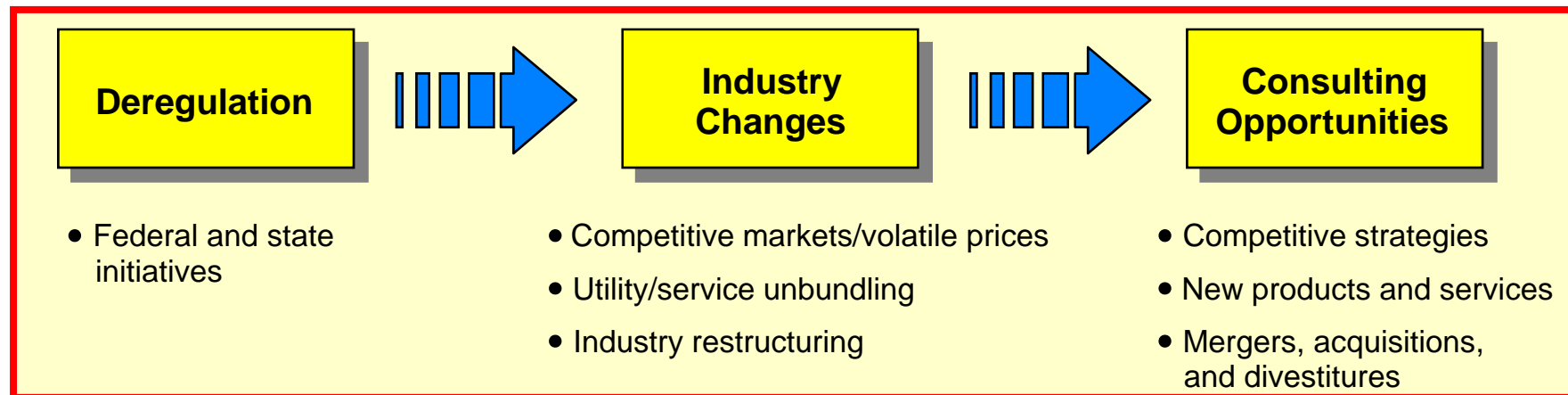
Range of Challenging Problems

The electric and gas industries have an enormous demand for management consulting services:

- Size – industry revenues totaling hundreds of billions of dollars
- Leverage – long-term investments, billion dollar decisions
- Change – deregulation, competition, and restructuring.

And these changes make a large consulting market even larger.

Deregulation in both the electric and gas industries has resulted in dramatic industry changes:



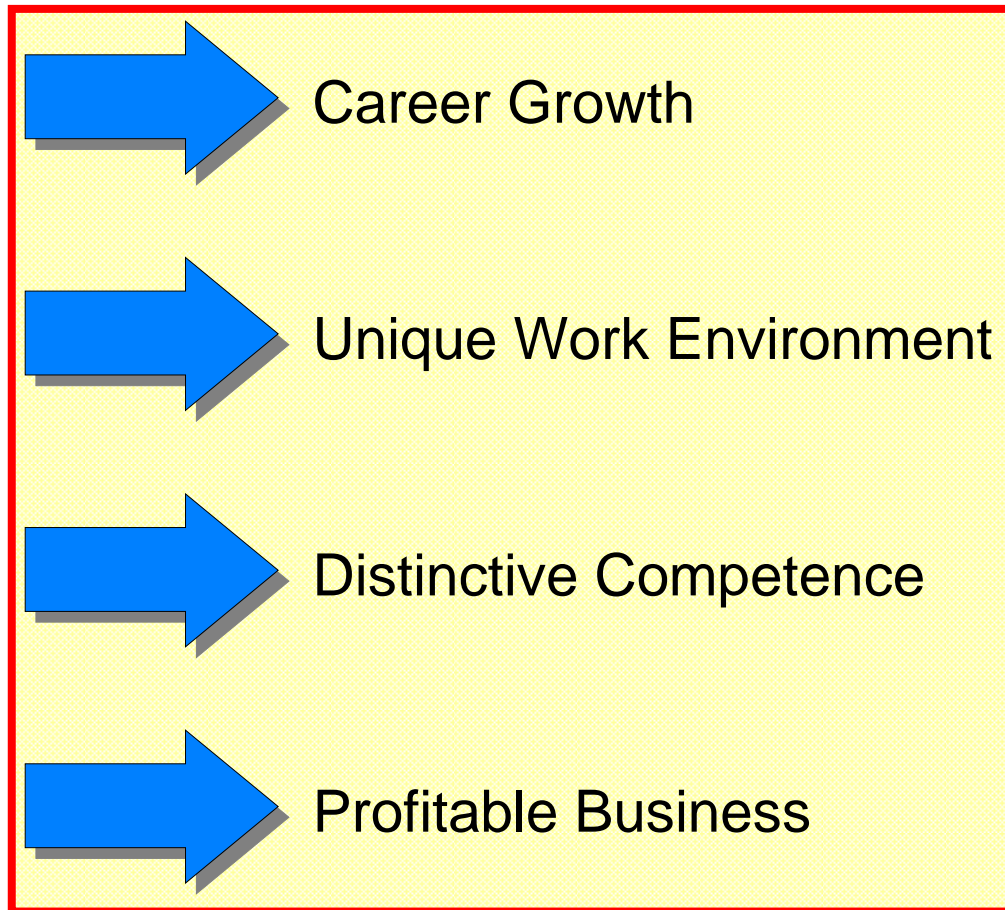
Companies must respond to these ongoing changes and develop dynamic strategies to remain industry leaders; this presents significant consulting opportunities for the right firms.

WHY ELECTRIC AND GAS? Range of Challenging Problems

What was once considered a safe business has now become very dynamic, and requires innovative problem solving in a variety of fields:

- **Strategy** – pursuing growth strategies and responding to competition
- **Economics and finance** – evaluating capital investments and developing options to maintain flexibility in a dynamic environment
- **Product development and marketing** – tailoring new products and services for customers who suddenly have supply choices
- **Organizational change** – motivating change in the industries that we serve
- **Regulatory change** – developing the "rules" for the new competitive game.

WHY NORTHBRIDGE?



NorthBridge's philosophy provides career growth opportunities for our associates:

- Internal growth – expand by growing associates into partners
- Low leverage – small project teams enable associates to learn from partners
- Profit sharing – give all employees of the Firm a stake in our success
- Meritocracy – encourage broad participation in decision making, and base promotion and compensation decisions on performance.

Our implementation of this philosophy focuses on hiring potential partner candidates rather than relying on a "weeding out" process.

WHY NORTHBRIDGE?

Unique Work Environment

NorthBridge has a small, informal, friendly atmosphere:

- Associates work side-by-side with partners
- No bureaucratic red-tape
- Dress is casual when not with clients
- Quality-of-life issues are important.

We work as a team and our success depends on our teamwork.

We strive to maintain five major areas of distinctive competence:

- Innovative problem solving
- Deep industry expertise
- Perspective on industry evolution
- Collaborative approach
- Communication.

An increasing base of long-term client relationships has rewarded our efforts.

Our "serve the client" orientation has created a profitable consulting practice with strong growth potential:

- Number of consultants has grown from ten to 26 since the Firm's founding
- Established practice serving a dynamic industry
- Lean organization with low overhead
- Mix of skills that supports a defensible competitive position.

We typically work for senior executives, often the CEO, and maintain long-term client relationships.

WHAT ARE WE LOOKING FOR?

An attractive candidate will have several characteristics:

- Strong consulting interest – entrepreneurial bent, desiring a career with a small specialized firm
- Problem-solving ability – high comfort level with economic, financial and quantitative analysis
- Good interpersonal skills – the ability to listen, to present one's own ideas, and to be a good team player
- Appropriate personal attributes – integrity, intellectual honesty, maturity, judgment, motivation, self-confidence, and the ability to win the confidence of others.

We do not require experience with our client industries.

RECRUITING INFORMATION

Recruiting contact:

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