

For over thirty years, Bruce Zimmer has consulted companies across a variety of geographies and industries, including pharmaceuticals, food, and automotive parts.

Bruce led a breakthrough project for a major automotive parts company whose agriculture tire division was facing a 40% loss of market share. As a result of the engagement, the team reduced the number of components required to construct the tires by 38% and reduced tire mass by 44% while exceeding their durability target.

His work with a client in the household and personal products industry led to savings of nearly \$15 million in inventory carrying costs in seven months. Bruce led the cultural transformation of a major international food retail conglomerate that resulted in the company's elevation from being ranked "worst in safety" to "best in class." The client also yielded gains in on-time delivery, quality, and workplace morale. In another engagement, Bruce shepherded a family-owned generic pharmaceutical business through the transition to becoming a profitable, technology-driven, specialty business.



Bruce holds an M.A. in Organizational Development and a B.S. in English and Education from Kean University.

Public Speaking and Service

- Speaker (multiple times), The Golandsky Institute's summer program at Princeton University

Thought Leadership and Articles

- Your Teams Are as Unique as Their Fingerprints, IQ Insigniam Quarterly®, Summer 2023
- How To Listen Newly in 2021, Insigniam Blog, January 2021
- Generic to Branded Pharma: Pt. I—Prescribing Transformation; Pt. III—Ready for Action, Insigniam Blog, August 2015
- Lead with the Future—Leave the Past Behind, Insigniam Quarterly®, Winter 2015
- Myths About Management Coaching, Insigniam Blog, June 2013
- Enterprise-Wide Transformation Needs Employee 'Enrollment', Insigniam Blog, July 2012
- How To Avoid Losing Millions During an ERP Update, Insigniam Blog, June 2012
- Why Business as Usual Is Dangerous, Insigniam Blog, April 2012
- Enterprise Accountability: 'Send It Back!', Insigniam Blog, March 2012
- Give Complacency the Pink Slip If You Want Better Business Results, Insigniam Blog, March 2012

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