

Press Release

The INSIGHT Group

2/1/2021

Engaging the 'Business New Normal'



Joe Foresman named Managing Partner; to Lead Agribusiness Consulting Practice at *The INSIGHT Group*

***The INSIGHT Group* announced today that Joe Foresman, former executive at DuPont Pioneer, has been named Managing Partner at the executive consulting firm.**

Joe started with INSIGHT in January 2018 and has developed a growing agribusiness market segment for the group. His clients range from analytical firms, seed and biotech companies. He is tasked with the development and oversight of Insight's new Agribusiness Consulting Practice.

Joe has a comprehensive understanding of the Agribusiness market segment having led or participated in hundreds of customers wants and needs assessments with farmers, dairies, ethanol plants, soybean processors as well as food companies. He is a proven agribusiness thought leader that has demonstrated his ability to tailor offerings to the needs of his clients—

developing new, high-value product and services.

"We are excited that Joe will be taking a greater leadership role at INSIGHT. He is recognized as one of the earliest to understand how the impact of digital and technology advances could substantially improve opportunities for all elements of the food value chain. In addition to his many leading-edge accomplishments while at Pioneer, Joe is also a successful farmer who has already created significant value for our agribusiness clients," said Tom Esposito, INSIGHT's Co-Founder and Chairman.

Prior to joining INSIGHT Joe spent 34 years with DuPont Pioneer. At Pioneer, Joe led the discovery and development of Pioneer's Encirca Digital Services solutions, a fee-based custom solutions set of yield enhancement offerings for farmers. Pioneer's Encirca offerings were identified as a leading-edge implementation of Cloud-based Big Data

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Analytics offerings by Arizona State University's Center for Services Leadership (ASU/CSL). Pioneer is one of the few firms that has deployed fully monetized, scalable BD/A's subscription-based offerings to date.

At INSIGHT, in addition to leading the implementation of the Agribusiness Consulting Practice, Joe will continue his role in helping AG industry clients implement innovative services offerings with a focus on monetizing BD/A cloud-based solutions.

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The INSIGHT Group

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The INSIGHT Group is a 'Best Practices' executive management consulting firm. We create client value through the development and execution of profitable, high-growth strategies, business plans and implementation support for all elements of our clients' businesses. With the rapid infusion of digital capabilities & computing infrastructure into the Services Business Model coupled with the current drive to provide / deliver more elements remotely, INSIGHT has taken a leadership role on understanding how this change is presenting substantial opportunities for both providers and users of fee-based services. We continually study the market to understand what new innovations are being developed and deployed, identifying 'what's working and what's not.' We use that knowledge to continually improve our industry *best of class* practices and processes. We deliver these innovative capabilities through our experienced industry thought leaders.

Our consulting and implementation services expertise help clients transition to a more responsive and competitive business model. Key to this transformation and our record of consistently delivering business value is our knowledge and operational understanding of the "Solutions & Services" business model. INSIGHT is uniquely positioned to deliver significant value to product focused firms who are aggressively pursuing a services and solutions strategy to complement their legacy product strategy. This includes designing and helping to implement best-in-class global sales coverage and plans that optimize services, solutions, and product success.

Our highly skilled consultants have demonstrated successful achievements as line and staff executives in Fortune 50 enterprises plus our consulting *practices*, *methodologies*, and *business processes* have been proven in field use with multiple clients. Engagement successes to date have been with enterprises in the Information Technology, Telecommunication, Distribution, Manufacturing, Process, Agriculture and Healthcare industries.

INSIGHT's client list includes some of the world's most successful firms.... DuPont, IBM, HP, Siemens, Xerox, Tech Data, BMC Software, Becton Dickenson, J&J, Keysight, Pioneer Hi-Bred, Avnet. And many small and medium size firms.

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