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**The North Star**  
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**September 9th 2021: Improving Corporate Earnings Through Swarm Intelligence**

Have you ever been involved in a “brute force” cost cutting exercise? Ever felt helpless as valuable programs were eliminated or gutted and skilled talent walked out the door? If so, you are not alone. You were likely involved in a corporate expense slashing exercise or what many call “corporate downsizing”. These efforts have historically been orchestrated by C-suite executives coupled with management consultants, with little or no input from rank-and-file employees. Unfortunately, the C-suite and their advisors often lack the in-depth knowledge and appreciation for what is involved in the co

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### Featured Guest



#### James Smith

James Smith is CEO of Enterprise Management Group. He has more than forty years of professional management experience. For the past 25 years, Jim has served as the CEO and principal owner of Enterprise Management Group, a management consulting company specializing in corporate wide expense reduction. Previously, Jim served as consulting Chief Information Officer for Onvia.com, Marsh & McLennan’s Seabury & Smith subsidiary, and Puget Sound Energy. Prior to Seabury, Jim created the Enterprise Project Management organization for The Principal Financial Group. Prior to this, he was the consulting CIO at Micron Electronics and before that, CIO during the merger of Northern States Power (NSP) and

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