

## Access to Experts



**Allan Steinmetz**  
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Allan Steinmetz is the founder and CEO of Inward Strategic Consulting. Allan has over 30 years experience in strategy, marketing management, and advertising and communications, having worked for some of the world's most respected advertising and management consulting firms. Prior to establishing Inward Strategic Consulting, he was a Senior Vice President and Corporate Director of Marketing for Arthur D. Little one of the world's leading management and technology consulting firms, where he was responsible for the firm's brand identity and positioning, business development, strategic awareness, lead generation, advertising, and communications. Allan was the Worldwide Director of Marketing and Communications for Andersen Consulting, now Accenture.

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