

Background



Ruth Pionke is the owner of Strategic Partners, located in Tuscaloosa, Alabama. She has over eight years practical experience in a variety of service and manufacturing industries in areas such as marketing, production, and quality control. Her expertise extends to business concepts that include strategy, market segmentation, and Lean/Six Sigma.

Ruth served as an internal consultant for three years in the manufacturing sector and has completed numerous consulting jobs through the UA business program. Ruth also served as an Alabama Quality Award Examiner in 2007.

Ruth has an MBA degree with a concentration in Strategy from the University of Alabama.

Strategic Partners
Marketing &
Management Consulting



Strategic Partners

Tuscaloosa, Alabama
Phone: 205.504.4528
ruthpionke.mba@gmail.com



Your success is our business

Phone: 205.504.4528

Who We Are

Strategic Partners is an independent consulting company located in Tuscaloosa, Alabama.

Our mission is to help businesses develop strategic plans and objectives that can be used to create sustainable advantages against competitors and to promote long-term success.

Whom We Serve

- Humane Society of West Alabama
- University of Alabama – Action Card Office
- Alabama Credit Union

What We Do

We help businesses to develop long-term strategic plans using a wide variety of techniques to assess their external industry and internal processes.

External analyses are designed to help the client gain a better understanding of their competitors and potential customers.

Internal analyses examine the client's current operations to identify areas for improvement, to collect current customer feedback, and to determine alignment among management, employees, and company values.



Services Offered

External Analysis

Assessment of

- Overall Business Trends
- Competitors
- Driving Forces
- Key Success Factors
- Potential Customers

Internal Analysis

Assessment of

- Current and Future Processes
- Customer Service
- Employee/Management Effectiveness
- Current Customer Base

Additional Services

- In-House Training
- Alabama Quality Award Application Assistance