



Mark Peterman · 3rd Technology & Marketing Leader

- Cornerstone Solutions Group
- Washington University in St. Louis - Olin Business School

Chesterfield, Missouri, United States · Contact info

1,246 followers · 500+ connections

Follow Message More

People who follow Mark also follow

See all < > X



Mike Parson Governor at State of Missouri 5,325 followers

Follow



Suze Orman Bestselling Author | Host Women & Money Podca 837,763 followers

Follow

Activity

1,246 followers

+ Follow

Posts Comments Articles

Mark Peterman reposted this · 3w

learn more about working with us — csg csolutions.com · 1 min read

igniting data : empowering people

26

2 comments

Mark Peterman reposted this · 4mo

Exciting times for Campbell Transportation Company, Inc.

...

...show more



Campbell Acquires NGL's Towboat and Barge Fleet marinelink.com · 1 min read

15

Mark Peterman reposted this · 5mo



18

Show all posts →

### About

I'm fortunate to be leading a great team at csg (Cornerstone Solutions Group, Inc.). csg helps businesses improve their unique processes and discover market advantages in their data. csg does this through strategic consulting and technology services. Companies look to csg when they need to integrate data or systems, when they struggle to get accurate information to make decisions, when they have complex processes they need to make available and easy to understand for the everyday user, or when their existing technology systems can't keep up with their growth.

Separately, I founded Nitor Billing Services, LLC to provide outsourced business process and customer service for water and sewer utilities. Nitor helps utilities deliver exceptional customer experience, where the customers feel like they are talking to someone who understands their issue and is committed to help. Nitor also handles all aspects of the billing process by updating meter readings, applying payments to customer accounts, generating and sending customer bills, and more.

I have over 20 years of experience in marketing, strategy, and general management for marketing services, loyalty marketing, and performance improvement (employee recognition and sales incentives). This is in addition to 10 years of engineering and technical management experience in the pharmaceutical and fine chemicals industries. My experience includes operations management, marketing strategy, consultative selling, and profit responsibility for lines of business.

I am a Former Trustee of the Incentive Research Foundation and past Chair of their Research Committee.

Specialties: Business strategy, marketing strategy, business development, product development and product management, alliances, employee engagement, incentives

### Experience



#### President & CEO

Cornerstone Solutions Group

Jan 2013 - Present · 10 yrs 7 mos

St. Louis

As President and CEO of Cornerstone Solutions Group (csg), I'm focused on developing new opportunities to help clients transform their business through data-driven technology solutions. csg helps businesses improve their unique processes and realize market advantages by creating custom software applications and data analytics solutions. I am thankful to have the opportunity to lead a team of creative people who thrive on developing innovative solutions that improve other people's lives.

#### Founder

Nitor Billing Services, LLC

May 2015 - Present · 8 yrs 3 mos

Nitor Billing Services delivers exceptional customer service to our client's end customers. We specialize in delivering customer support, generating and sending monthly bills, and tracking customer payments on behalf of our clients. We serve as an extension of our client's team.

#### President

Nitor Strategy, LLC

Jun 2011 - Present · 12 yrs 2 mos

St. Louis

Consulting | Marketing | Results -- Nitor Strategy helps customers align business and marketing strategy, communicate it to employees, and execute to deliver results you can measure. Business strategy. Marketing strategy.

Inbound marketing. Think of us as your local agency with global resources.  
www.nitorstrategy.com

**Founding Partner**

Dynamic Water Resources, LLC  
Jun 2011 - Jun 2013 · 2 yrs 1 mo  
St. Louis

The purpose of DWR was to provide water & wastewater treatment facilities for properties in Missouri communities that needed resources for sustainable operations. The company sought funding to secure and operate modern treatment facilities that are complaint with the increasingly stringent standards set by the Clean Water Act. This company is no longer operating. I recommend checking out Central States Water Resources (www.centralstateswaterresources.com) for a current and great example of a team of former business associates that's doing this.

**Vice President, Incentives & Recognition**

Staples Promotional Products  
Jun 2008 - Jul 2011 · 3 yrs 2 mos

Leader of the Incentives & Recognition line of business for Staples Express Promotional Products. Focused on connecting brands and people ---...

Show all 13 experiences →

**Education**



Washington University in St. Louis - Olin Business School  
MBA, Business Administration and Management, General  
1996 - 1999



University of Michigan  
BS, Chemical Engineering  
1985 - 1989

**Skills**

**Marketing Strategy**



Endorsed by Carlos Dunlap-Beard, CLMP and 13 others who are highly skilled at this

Endorsed by 5 colleagues at csg



99+ endorsements

**Product Development**



Endorsed by Shea Long who is highly skilled at this

Endorsed by 7 colleagues at Maritz



9 endorsements

**Business Strategy**

Endorsed by 11 colleagues at Maritz



21 endorsements

Show all 47 skills →

**Recommendations**

Received Given