

# **Eugene Shatsman**

**Managing Partner at National Strategic Group**

Wickliffe, OH, US

High energy marketing and strategy expert

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## **Biography**

Eugene Shatsman is well known for creative and engaging strategies for his plethora of clients. Eugene's study at the University of Michigan, Ann Arbor centered on consumer behavior. His studies focused on Psychology, Economics and Business ? in an effort to gain a deeper understanding of how consumers make buying decisions. He gained a keen understanding of the subtle market forces, and psychological and emotional phenomena that drive people to shun some products while gravitating to others. These insights have allowed Eugene to play a critical role in crafting National Strategic?s unique and proprietary system known as Evolve to Grow. Eugene holds a firm belief that small business owners under-leverage many growth opportunities because they simply not used to looking for them. Eugene consistently helps clients identify profitable pursuits while constantly optimizing every piece of marketing for better and more predictable results. Eugene is a published contributor to publications such as Cleveland Society Magazine, and a highly sought-after speaker with top-ratings from the likes of Council of Small Enterprises, Lakeland Business Education, and Small Business Development Centers of Ohio.

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## **Industry Expertise**

Management Consulting

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## **Education**

**University of Michigan, Ann Arbor**

Consumer Behavior Economics, Psychology, Business

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