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Assisting businesses with their challenges

By ERICA LAMBERG CORRESPONDENT

Hunterdon County resident Chris Bianco launched Blue Panther Business Partners, a consulting firm based in the Whitehouse Station section of Readington, to assist local businesses with challenges including increasing sales, resolving cash crises and freeing up valuable time.

"I am looking forward to using my business expertise in assisting local businesspeople by rekindling the vision and passion they once had when they started their businesses," Bianco said.

Bianco said that as a business owner reaches success, some company owners realize that success doesn't always turn out to be what is expected. For one of his clients, a home contractor in Somerville, a vocation as a carpenter blossomed into a business that had several employees working throughout Somerset County.

"The owner has so many jobs going on at once; he traveled all day from project to project overseeing everything to make sure the standard of work was up to his par. Doing this all day, he wasn't able to do what his true passion was -- carpentry," Bianco said.

Through an assessment and a subsequent business recommendation, Bianco suggested hiring a business manager to handle operations, project management and the paperwork.

"Now, this owner can work on some of the contractor work and also concentrate on new business development. Because he has help handling the day-to-day administrative responsibilities of the business, he can return to his true passion, working on the jobs," Bianco said.

He said his fresh perspective will offer similar business owners an objective look.

"Where the business owner sits is one of the toughest and loneliest positions in business," he said. "We partner with business owners by offering advice, guidance, and mentoring as well as hands-on help with any and all business needs."

Bianco has more than 20 years of corporate experience ranging from marketing, business development and executive positions. He holds two bachelor's degrees from Northwestern University in Evanston, Ill., and a master's degree from the University of Phoenix.

Bianco also is an accredited associate of the Institute for Independent Business (www.iib.org.ws), a global and training and organization. Because he is affiliated with this network of more than 4,500 accredited executives, he said can turn to them for assistance for his clients.

"If a challenge for one of my clients reaches outside my realm of expertise, I can turn to this network to find a knowledgeable and effective partner who I can bring in as part of our team," Bianco said.

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