

Maser Consulting's secret to success: Diversify your skills and your projects

By Beth Fitzgerald
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Richard Maser, CEO of Maser Consulting, says strategic hires are one reason for growth. - (Photo By AARON HOUSTON)

Maser Consulting embodies the diversification philosophy of founder Richard Maser, which is why the Red Bank-based firm can develop a waterfront project in Sayreville, survey land in Alaska and work on flood control in Ghana.

And do it all while building new convenience stores from New York to Virginia.

Such diversity, Maser said, helps his company land a lot of projects that require a variety of skills. It also has helped Maser soar onto the NJBIZ list of the 50 fastest growing companies at No. 44.

And the way things are going — Maser saw its revenue increase from \$30 million in 2009 to a projected \$60 million in 2013 — Maser Consulting may not be leaving the list anytime soon.

In 2014, “We think we could do \$75 million, given the momentum we have right now,” Maser said.

Maser feels his company's rise is a result of a blend of organic growth, acquisitions, hiring key people and investing in new technology. And, of course, diversity of skills.

“Our projects are larger in nature: anything big, we can do all aspects of it,” he said.

Maser said it takes a multi-disciplinary firm such as his to tackle a project such as the one in Sayreville, where O'Neill Properties has undertaken a massive retail, recreation, hotel, commercial and residential redevelopment on the Raritan River waterfront. Maser is doing site plans and designing bridges, roads, and waste water facilities.

Then there's the growth gained by adding staffing.

In early 2012, Maser acquired the 50-person, Manasquan-based KZA Engineering, bringing on board “a really strong client base in the retail and fast food industries.”

Earlier this year, Maser hired 35 former employees of Birdsall Services Group, which went bankrupt after it was indicted on violations of state campaign finance laws. Maser said this included several “strategic hires” — senior Birdsall engineers who brought their staffs and their clients along with them to Maser.

“It was almost like doing an acquisition, without buying a company,” Maser said.

The synergy was soon evident.

“As a result of our combined strength and the people we hired from Birdsall, we just received a \$1.5 million bridge construction administration project from Monmouth County,” Maser said.

