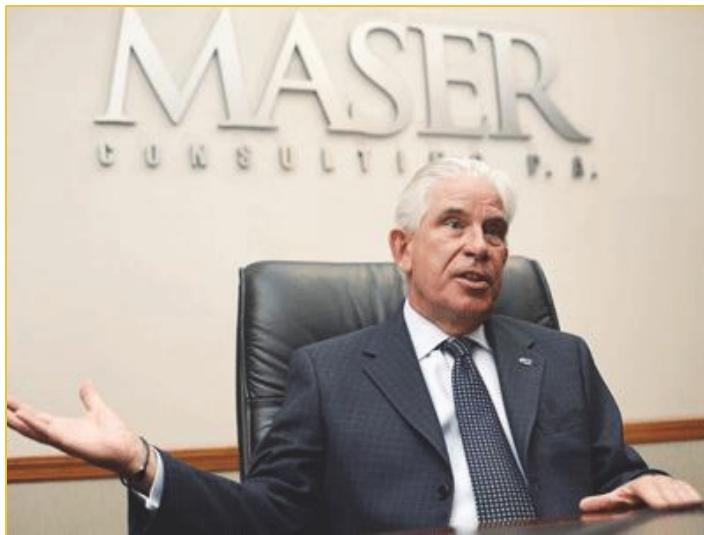


Maser Consulting's secret to success: Diversify your skills and your projects

By Beth Fitzgerald
November 18, 2013



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.

Maser works for both the public and private sectors. Its clients include 50 New Jersey municipalities, and Maser hopes to pick up several new ones this year.

"We are well known in certain areas, and one municipality talks to another municipality," he said.

Although demand for engineering is closely tied to the economy, the firm is growing much faster than the economy is recovering.

"We have diversified ourselves and we're pursuing new clients," Maser said.

Last year Maser launched a power/energy division. The company does surveys for utilities, which are required by the federal government to keep their transmission right-of-ways clear of trees that can come down in a storm and trigger blackouts.

And this year the company made a major investment in mobile LiDAR 3D scanning technology. Instead of the traditional surveyor with a tripod, "this actually attaches to a vehicle and you drive down the road at 40 miles an hour and literally pick up in one hour what it would take a survey crew weeks to do."

Maser is primarily a regional engineering firm, but LiDAR is an example of where the company's investment in technology has allowed it to expand its footprint.

"We've done work in Alaska and Colorado, and we're envisioning this to be big in 2014," Maser said.

Maser is working with the Conti Group of Edison on a major project in Ghana's capital city Accra, to control flooding, upgrade a sewage treatment plant "and improve the quality of life," he said.

The firm hasn't done much Sandy work so far, but that changes next year.

The company will provide services that include surveying, structural evaluation and site plans for federally funded work to elevate homes in flood-prone areas.

It's a project in which Maser has a personal interest.

Maser, a Newark native who studied civil engineering at New Jersey Institute of Technology, now lives on a creek in Long Branch and owns a couple of boats.

"I was extremely fortunate (during Sandy)," he said. "The water came within one inch of my elevation."

So he understands the passion Jersey Shore residents have for their coastal lifestyle.

"People want to be near the water, and I don't see it changing," he said. "If I was buying another house, it would be on the water."

Customer Loyalty *through* Client Satisfaction

MASER
CONSULTING P.A.

ENGINEERS ■ PLANNERS ■ SURVEYORS

Corporate Headquarters
331 Newman Springs Road | Suite 203 | Red Bank | NJ 07701
P: 877.627.3772 | [f](#) [in](#) [b](#)

New Jersey ■ New York ■ Pennsylvania ■ Virginia ■ Florida

www.maserconsulting.com