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# Skype, Constant Contact vets form customer-focused consultancy

By Galen Moore

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Former executives at Skype Technologies SA and Constant Contact Inc. (Nasdaq: CTCT) have formed a fast-growing consulting group in Boston, selling the customer-centric product development approach they learned at those two companies.

Janet Muto, former chief marketing officer at Constant Contact, and Nitzan Shaer, former head of the Skype Mobile Product Group, last June founded [High Start Group](#). The Boston consultancy has grown to 14 employees, and its client list includes companies from Boston-area mobile startups Vlingo Inc. and Where Inc. to giant corporations such as AT&T.

Muto said she and Shaer met after sharing frustration over a lack of customer focus that they'd encountered outside their previous jobs. "Both of us had experiences where we realized that's just not common in a lot of the companies we were talking with," she said.

High Start works on all phases of product development in three areas: mobile, SMB business-to-business and web, and it prides itself on a high level of direct experience.

"Practically everyone in the company has started a company or successfully led a group within a company," Shaer said.

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