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# MarketAbility

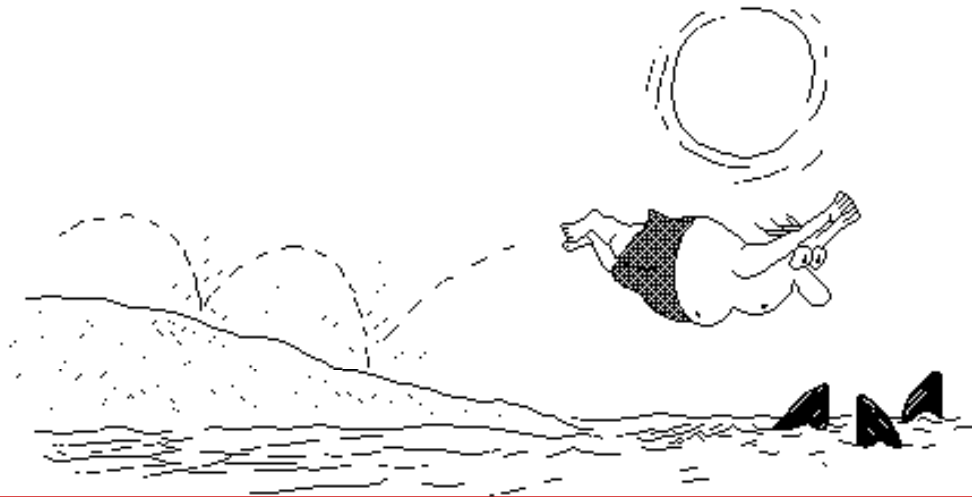
Global Marketing Excellence Practice

2005



**IF YOU ALWAYS DO WHAT YOU'VE  
ALWAYS DONE,  
YOU'LL ALWAYS GET WHAT YOU'VE  
ALWAYS GOT.....**

**IF YOU'RE LUCKY.**



# Meeting Your Needs - 1

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- All MarketAbility workshops are Learn → Practice → Apply → Implement, converting concepts into practical business results
- All MarketAbility practitioners and associates combine exemplary tutoring and facilitating skills with many years' hands-on business-to-business marketing experience, which they still practice today
- All MarketAbility practitioners and associates run their own successful independent businesses
- MarketAbility practitioners and associates offer additional business programmes (e.g. finance, project management)
- MarketAbility's network of practitioners and associates covers the complete programme at all levels
- MarketAbility prefers client input to all programmes and all programme modules

# Meeting Your Needs - 2

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- MarketAbility will work together with our client to incorporate relevant cases into our tailored workshops
- MarketAbility tailors all programmes to the specific needs of clients and will adapt to individual needs before, during and after each module
- All MarketAbility practitioners and associates operate in a global environment, they are sensitive to cultural differences and the needs of non-native listeners participating in English-language programmes
- MarketAbility runs a series of open courses and workshops covering similar topics to those in the tailored programme, independently and in co-operation with other institutes (SMG, VCI, ECMSA, MCE, Cranfield)
- MarketAbility delivers client value at competitive rates

# MarketAbility Value Proposition

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- Actionable and implementable business results from our action-oriented global marketing practice
- High quality, practical marketing knowledge and advice imparted by our international network of practising experts in all fields of marketing and business management
- Practical marketing skills imparted to your staff at all levels
- Real marketing learning applied directly to your businesses from our flexible, practical workshop approach to training, coaching and facilitation
- A balanced practical programme based on latest marketing thinking through our continuous improvement process on all workshop content
- A programme designed and tailored to your specific needs anywhere in the World
- A dedicated, continuous service at a fair, competitive price



# MarketAbility

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- **Add value to client's business** with marketing excellence and customer value management in strategy, process and culture
- **Deliver improved business performance** through tailored customer-driven strategy development and implementation services to global clients in business-to-business markets
- **Impart advanced marketing and customer value skills to client** through applied interactive workshops
- **Measure marketing effectiveness** with CVM Diagnostic
- **Practical marketing for value growth. We do.... while others only talk**



# MarketAbility

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- A global marketing excellence practice, based in CH
- A global network of marketing practitioners and associates
- Add value with true marketing excellence in strategy, process and culture of the client
- Action-oriented, practical marketing for value growth
  
- Creativity and Innovation in Market Planning
- Market Mapping, Value Chain Analysis, Segmentation
- Competition Analysis, Positioning, Differentiation
- Value Propositions, Value Creation, Value Capture
- Customer Value Management, Key Account Management
  
- Workshops: Learn → Practice → Apply → Implement
  
- **We do..... while others only talk**



# MarketAbility for Results

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- At the insistence of our practitioner, client's business pursued a market-based pricing strategy and gained a price of \$1.32/lb instead of \$0.96/lb on a large volume

**MarketAbility added value \$2,500,000**

- Following a CVM workshop, client's business manager used the newly created Customer Commitment at a key account to save the business he had been told (by the customer) he would lose

**MarketAbility added value \$ several million**

- Using the newly developed Market Plan from a series of CVM workshops client's business retained accounts against lower priced competition and focused on target segments to grow business

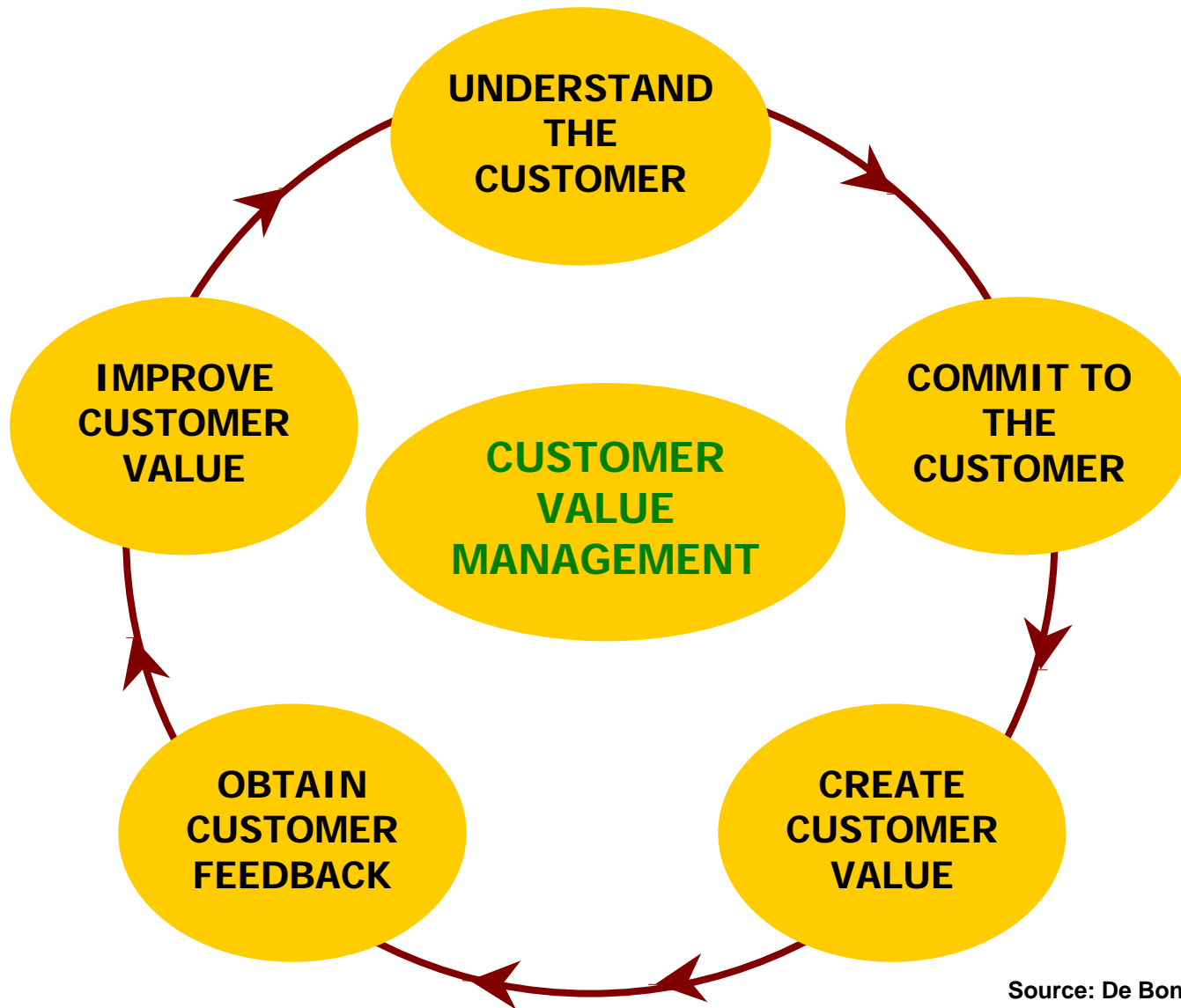
**MarketAbility added value Euro > 1 million**

- Using the Customer Value Management model, MarketAbility client re-segmented their customer base, developed new customer offerings and introduced new business models. New offerings increased customer retention to > 97%. New business models attracted significant new business from accounts previously dealing with competitors.

**MarketAbility added value US\$ > 3 million**



# Pentadigm: 5 Steps to Customer Value



Source: De Bonis, Balinski & Allen  
"Value-Based Marketing for Bottom  
Line Success", McGraw Hill, 2003

# MarketAbility: Caselets

## MARKETABILITY SUPPORTS PENTADIGM CVM BEST PRACTICE

MarketAbility coaches business teams to develop value-based customer-driven business strategies and has achieved considerable success and value growth for chemicals and plastics clients as a result.

### **Proof**

**MarketAbility added value € >300,000**

MarketAbility practitioner managed client resources to re-define marketing strategy and implement plans. Improved market share and position. Improved resource efficiency. Improved goal achievement.

## MARKETABILITY SUPPORTS PENTADIGM STEP1: UNDERSTAND THE CUSTOMER

MarketAbility facilitates customer value segmentation and has helped clients to profitable value growth as a result. MarketAbility manages complete customer segmentation programmes from customer research through customer segmentation to create customer commitments and implement strategy.

### **Proof**

**MarketAbility added value US\$ 0. 5 million**

MarketAbility Practitioner and partner market research supplier completed project to understand customer needs and behaviour better, resulting in more clearly differentiated offerings more effectively implemented at target customers with fewer resources.

## MARKETABILITY SUPPORTS PENTADIGM STEP 2: COMMIT TO THE CUSTOMER

MarketAbility coaches business teams to develop differentiated offerings and detailed marketing mixes and has achieved substantial success with clients in the chemicals and plastics industry, some of whom rank in the top ten of this CVM benchmarking study.

### **Proof MarketAbility added value \$ > 1.0 million**

Following a CVM workshop, client's business manager used the newly created Customer Commitment at a key account to save the business he had been told (by the customer) he would lose.

# MarketAbility: Caselets

## MARKETABILITY SUPPORTS PENTADIGM STEP 3: CREATE CUSTOMER VALUE

MarketAbility helps clients to develop a customer-focused culture throughout their organization. MarketAbility's unique CVM Diagnostic pinpoints the key areas for improvement in a company's CVM activities and enables better definition of customer value processes. MarketAbility facilitates implementation of customer value strategies to ensure linkage between actions and customer value. MarketAbility teaches and coaches value-based pricing and key account management

### **Proof**

**MarketAbility added value € > 0.4 million**

MarketAbility practitioners worked with client business team to implement marketing and sales plans, improved positions at key target accounts and increased customer retention.

## MARKETABILITY SUPPORTS PENTADIGM STEP 4: OBTAIN CUSTOMER FEEDBACK

MarketAbility coaches and facilitates won and lost business analysis. MarketAbility advises and trains on complaints handling. MarketAbility associates are expert in designing and conducting meaningful customer satisfaction research, covering both existing and potential customers. MarketAbility coaches and trains customer value management.

### **Proof**

**MarketAbility added value € > 2 million**

MarketAbility Practitioner and partner market research supplier operated customer satisfaction programme for client to obtain customer feedback and ensure relevance of offerings to Customer, resulting in improved positions at key target customers

## MARKETABILITY SUPPORTS PENTADIGM STEP 5: IMPROVE CUSTOMER VALUE

MarketAbility's unique CVM Diagnostic points the way for companies to leverage what they already do well, improve elements of under-performance and identifies what companies need to do differently or better to improve value for their customers and business results for themselves. MarketAbility coaches and facilitates change management programmes.

### **Proof**

**MarketAbility added value € > 3 million**

MarketAbility practitioners worked with client to re-segment market, develop new offerings and implement new market models. Increased customer retention and account penetration

# MarketAbility: Consultancy and Training



**Practical Marketing  
delivered  
in a series of  
"hands-on"  
workshops**



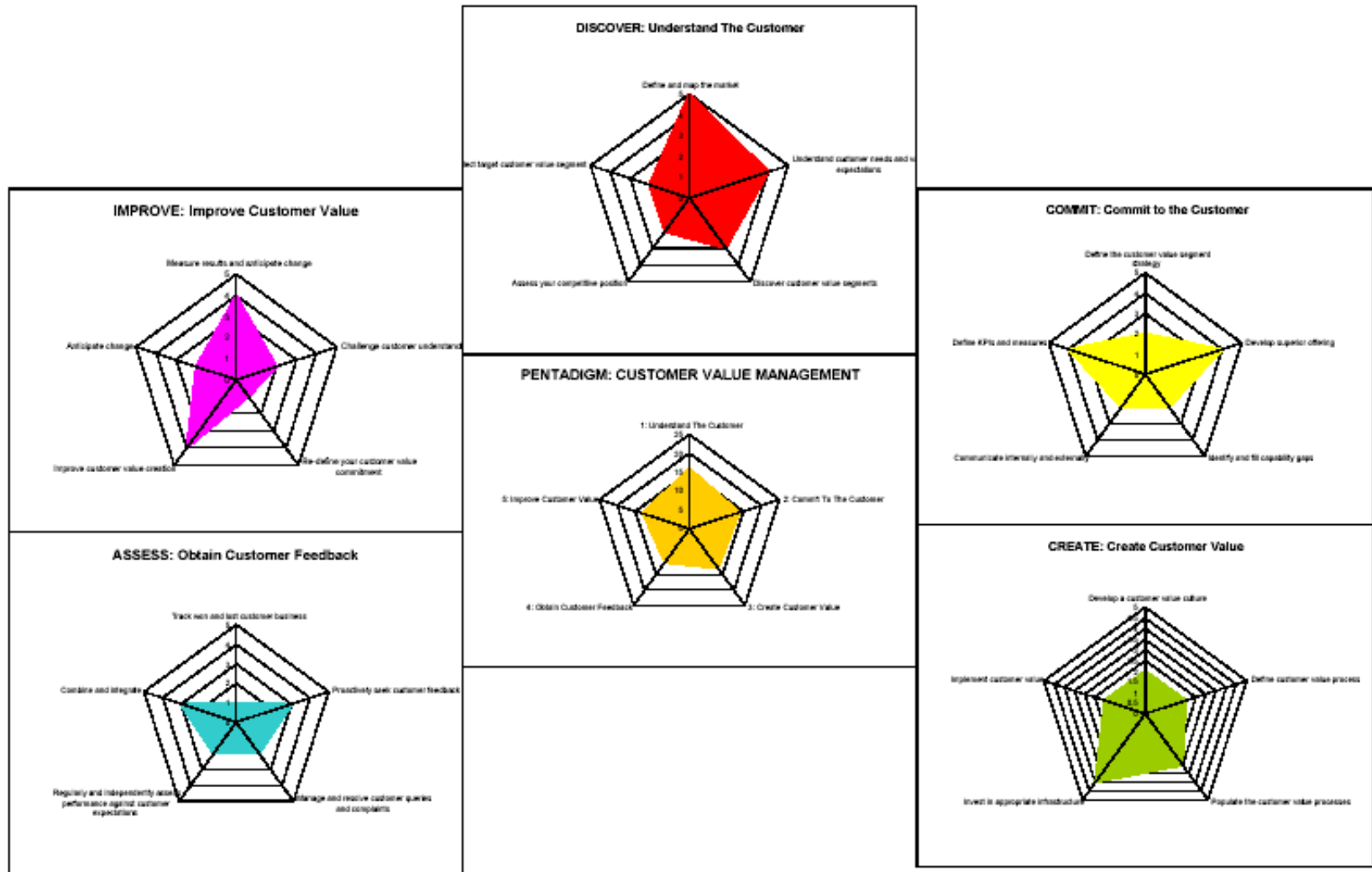
**Coaching of  
individual marketers,  
business  
or marketing  
teams  
to tackle specific  
marketing challenges  
and topics**



**Mentoring of  
individual managers  
and executives  
on  
marketing and  
business management  
challenges  
and issues**

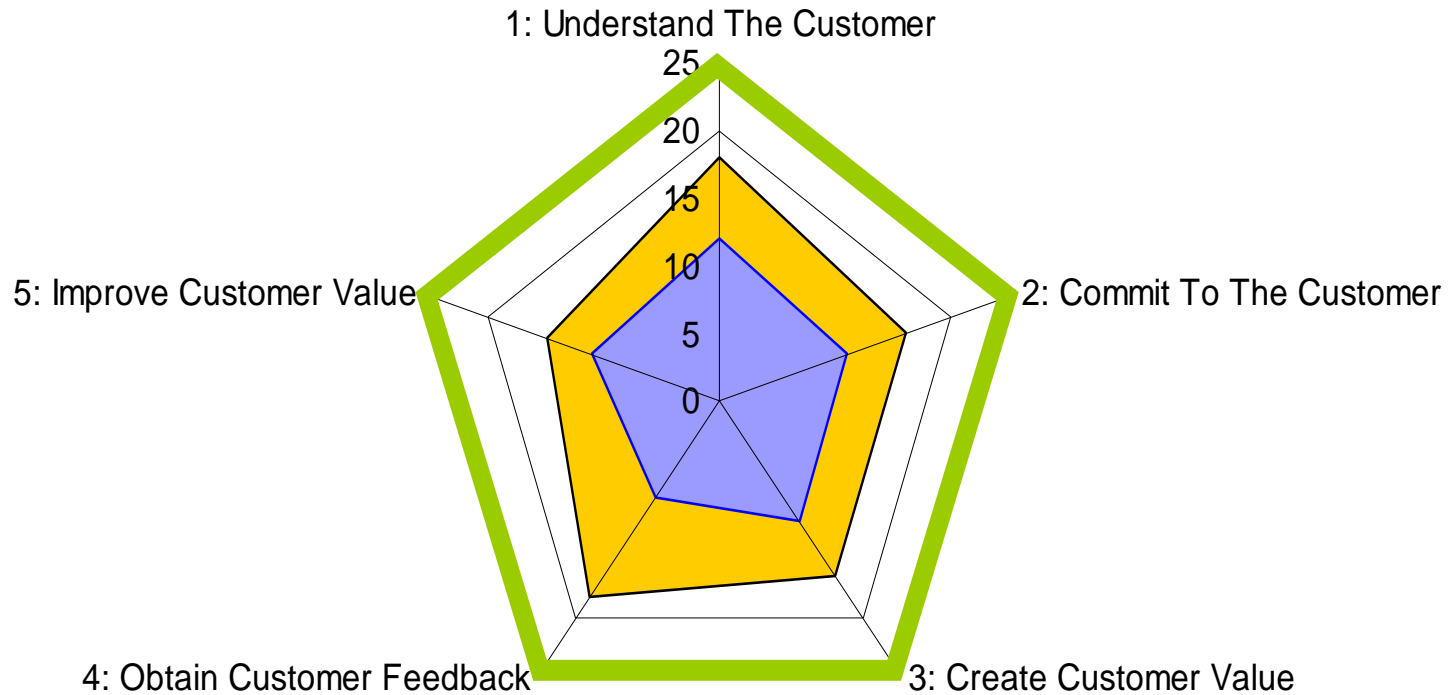


# Measure Your Marketing Effectiveness



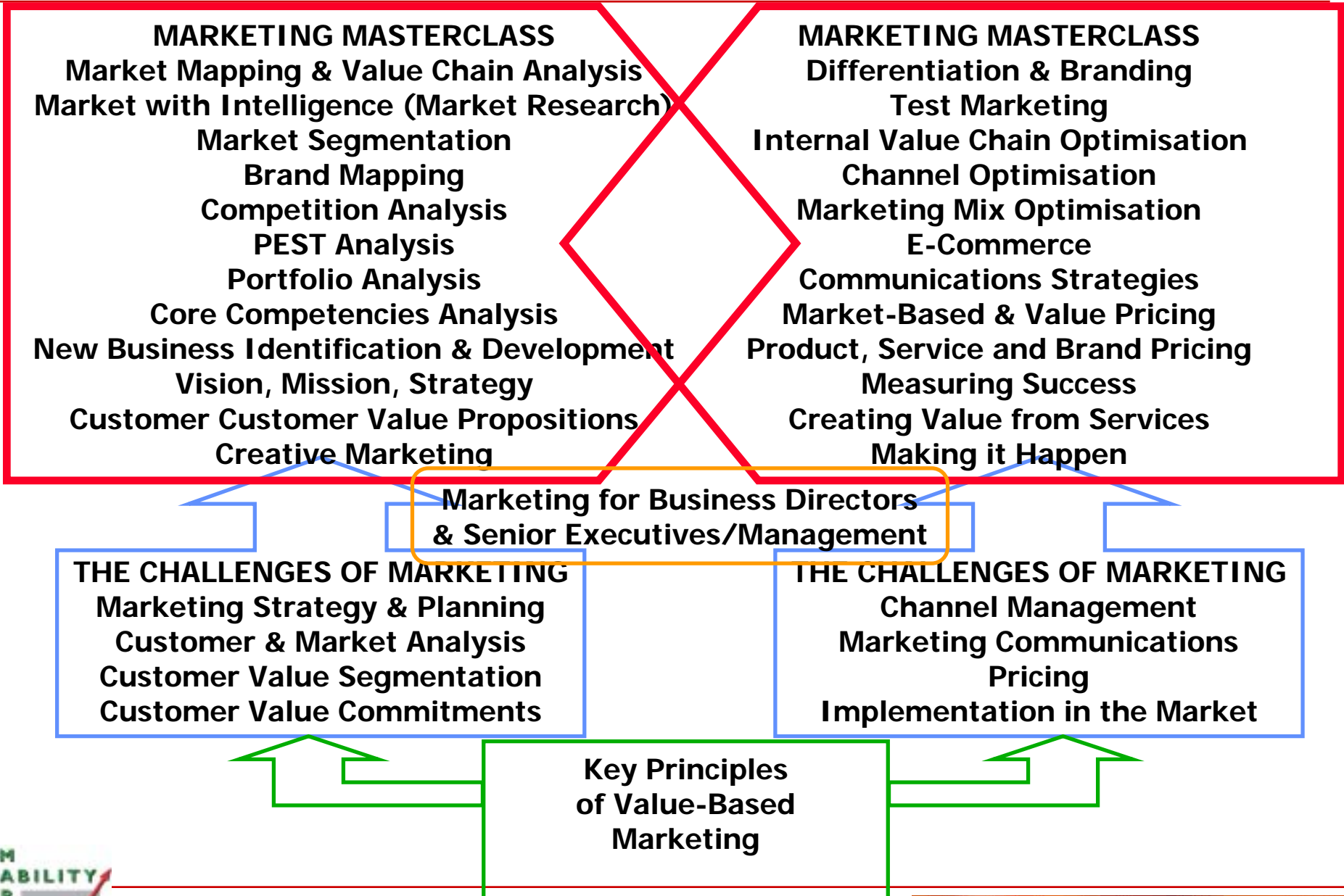
# Benchmark against CVM Best Practice

CVM: **Current** and **Best Performance** vs **Best Practice**



Source: MarketAbility

# A Marketing Excellence Programme



# Develop Marketing Competences

	Basic Understanding	Working Knowledge	Can Do	Outstanding	Role Model
Customer & Market Analysis	<input checked="" type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/>
Marketing Strategy & Planning	<input checked="" type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/>
CVP Development	<input checked="" type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/>
Channel Management	<input checked="" type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/>
Pricing	<input checked="" type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/>
Marketing Communications	<input checked="" type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/>
Implementation in the Market	<input checked="" type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/>	<input checked="" type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/>



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# MarketAbility

A Selection  
of  
Our Practitioners and Associates



# Our Associates: Phil Allen

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- Phil Allen, a career marketer, graduated in International Marketing in 1975.
- During his 25-year career, he has developed his marketing expertise with hands-on experience in sales, market research and marketing in multi-national corporations including Albright & Wilson Ltd, Bayer AG, English China Clays, Hilti AG and The Dow Chemical Company. His responsibilities have ranged from national to continental and global roles.
- In 1997, Phil founded his own marketing excellence practice, MarketAbility - creating value for clients by helping them to apply marketing excellence to their businesses.
- Phil also runs popular marketing workshops specialising in chemicals and plastics markets both for ECMSA and the German chemicals industry association, VCI.
- Phil is a consultant and trainer at Cranfield Market Planning Centre, Management Centre Europe and is Council member of ECMSA.
- Clients praise Phil for his pragmatic, down-to-earth approach to marketing. "Phil has a talent for converting the marketing concepts into practical, actionable business strategies and plans."
- A fluent German speaker, Phil lives near Zürich, Switzerland and works around the World.

# Our Associates: Arie de Boer

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- After qualifying in Mechanical Engineering Arie worked for International Shipping Company, based in Hong Kong, in various capacities during nine years, which were mainly spend in the Far East and South Africa.
- In October 1968 he joined BP Oil in Amsterdam, over the years holding various management positions in Supply, Trading, Sales and Marketing.
- Arie was appointed Business Manager Oil, and Deputy General Manager for the Netherlands, in May 1984, responsible for all oil activities, and represented BP in various institutions and with government.
- In January 1989 he was appointed to Marketing Director and Deputy General Manager for BP in Turkey.
- In October 1991 Arie moved to BP's European Head office in Brussels to manage and develop the European Automotive and Commercial Lubricants Business in 12 countries. Additionallay, he took on the management of a major project to improve the professional implementation of sales and marketing processes across all the Commercial Businesses of the Company in Europe.
- Since 1996, Arie operates his own independent marketing consultancy, Marketing and Management Consultancy Services, working both independently and with others, including Cranfield Management Centre and the Marketing Process Company in Europe, the Far East and the USA.
- These projects are in the field of Strategic Marketing Planning, Customer Management and Customer Service Benchmarking for both national and international companies.

# Our Associates: Mike Crosswell

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- Mike Crosswell, Director of **Customer Management Solutions Ltd.** and associate of **Price Waterhouse**, has for over 15 years been at the forefront of customer management strategy development and implementation.
- Twelve years at **Mars** culminated with Mike in the role of European Quality and Customer Service manager.
- In 1990 Mike joined **United Technologies Carrier** as Director of Quality and Customer service. In this role he was responsible for managing a major customer focused change programme involving 6,000 employees in 27 companies throughout Europe and the Middle East.
- In 1993 as a senior manager for Price Waterhouse he managed an international team of consultants across Europe to successfully design and implement customer management programmes for clients which included **British Aerospace, BP Oil, United Distillers, Irish Gas, Eastern Electricity, Barclays Insurance, Allied Lyons and Midland Bank.**
- In 1996 Mike formed his own consultancy practice, **Customer Management Solutions Ltd.** Mike has consistently offered his clients the process improvements to unlock, improved customer profitability, reduced operating costs, superior market performance and improved customer retention, in increasingly competitive markets. He has extensive experience in the facilitation of senior management change workshops with blue chip clients in the USA, South Africa, the Middle East, the Far East, Australia and Europe.
- Mike has successfully established a European customer management database for **BENCHMARKING** and Best Practice evaluation. The database contains the profile of over 50 business units from retailers to oil majors and banks to utilities.

# Our Associates: Marc Henri Fermont

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- Marc's 30 year international career in Sales and Marketing involved him with Chemical, Polymer and Building Materials Distributors across Europe, allowing him to develop a unique « hands on » personal experience. From 1991 to 1998, Marc was Director of Distributor Affairs for Dow Europe.
- Additionally, he has developed a close dialogue and co-operation with some of the most knowledgeable academic distribution specialists, including Professors Louis Stern and James Anderson of Northwestern University, John Wish of Lewis and Clark near Portland and Jacques Horowitz of IMD in Lausanne.
- Today he leads DistriConsult - a European Consulting practice focusing exclusively on distributor strategies. Distribution has become a business strategic activity which requires the highest degree of professionalism both from those who are involved in distributor management on behalf of suppliers and from those who are managing industrial distribution companies.
- DistriConsult has selected Senior Industry Partners - experts in Information Technology, Supply Chain, Marketing and Strategy specifically related to the needs of Industrial Distributors - to advise suppliers and distributors who wish to improve skills and competencies in these critical areas.
- Marc advises several key industry clients. He co-operates with Andersen Consulting on specific projects. He is an active member of the Italian Association of Chemical Distributors (ASSic) in Milan and of the European Chemical Market Research Association (ECMRA) in Brussels.
- Marc published numerous articles and gave many lectures both to professional and academic audiences. He consults in English, French, Italian and German.

# Our Associates: Paul Hague

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- Paul graduated from Durham University in 1969. He worked in marketing for Dunlop and Johnson Firth Brown before establishing Business & Market Research (B&MR) in 1972.
- Paul built B&MR to be ranked 20 out of 400 agencies in the UK with a turnover of £5 million and a throughput of 400 research projects per year. Business & Market Research plc became one of the largest business-to-business market research agencies in Europe and was the first to achieve ISO 9000.
- Paul sold his majority share holding in B&MR to an MBO team in October 1996 and established with his former business partner, Peter Jackson, Hague Jackson Ltd, a marketing consultancy. Clients include Dow Corning, Dow Chemicals, Air Products, Coca Cola, British Telecom, and Courage Brewing.
- In 1998, Paul launched B2B International, a specialist international business-to-business market research consultancy.
- There are three main types of business-to-business market research, and they form the basis of B2B International's offering:-
- Customer Loyalty; Positioning; Market Assessment
- Paul is a Visiting Fellow at Manchester Metropolitan University and a regular guest lecturer at Manchester Business School.
- He has written the following texts: "Market Research", "The Industrial Market Research Handbook", "How To Do Market Research", "Market Research In Practice", "Questionnaire Design", "Interviewing", "Sampling & Statistics", "Presentations And Report Writing" and "The Power Of Industrial Branding", which have been translated into a number of other languages

# Our Associates: Niki Heiman

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- A Business-to-Business Marketing graduate of the EHSAL Management School, Brussels, Belgium. Dutch (mother tongue), English, French, German (as well as Swiss German) and Spanish are fluent in written and spoken language.
- Niki has developed sales & marketing expertise in multi-national corporations including General Motors, T.P.C. (Time/System) and Ethyl Europe SA
- Her practical experience was developed in strategic account management, relationship management, marketing planning, market research, market analysis and implementation planning on a European basis.
- Today, Niki runs her own practice, Avanti Project Solutions BVBA, in Belgium.
- It is Avanti Project Solutions' goal to **Accelerate your Project Speed !** Because time is money.
- Avanti Project Solutions focusses on sales-and marketing oriented projects such as
  - - Customer segmentation or Market segmentation programs
  - - Market research and/or analysis by product, or/and by region
  - - Value Chain Analysis
  - - Industrial Pricing Process
  - - Build up of Competitive Databases
  - - Develop sales strategy for strategic accounts
- Avanti Project Solutions has been doing projects for large and medium sized companies in the business-to-business environment.

# Our Associates: Bernard Kaminker

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- Bernard holds degrees in the social sciences from the American University of Beirut and the City University of New York as well as an MBA from New York University.
- His early experience includes 4 years of executive training as well as 17 years at American Express Bank. At AEB, Bernard was exposed to all areas of international banking and was transferred to the Paris office as Credit Director in 1990. In that capacity, he was in charge of credit quality oversight and took part in the development and marketing of financial services.
- Since 1995, he has managed his own training consultancy, BRK ProForma, creating and delivering marketing and finance seminars to major corporations on a global basis. Bernard has worked with firms in the automotive, pharmaceutical, hi-tech, and travel service industries.
- In addition, Bernard enjoys leading finance and marketing courses at several top business schools in the Paris area (Essec, Insead, Reims Management School), working with students as well as executive education candidates.
- A native New Yorker, now a transplanted Frenchman, Bernard is equally at ease in French, English, and Spanish and uses all three in his training activities around the world.

# Our Associates: Terry Kendrick

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- Terry Kendrick has been a business consultant and workshop facilitator / trainer since 1984, initially in information sources and subsequently in marketing planning.
- Although most of his work has been UK based Terry has undertaken marketing planning workshops and training sessions in seventeen different countries in Europe, the Far East, North America and South Africa. Many of these have been directly related to facilitating individual marketing plans for the companies involved in the workshops and training sessions. Some recent workshops have been developed as challenges to existing marketing plans in industries such as telecommunications.
- In addition Terry has delivered market research training modules for the Mediterranean Institute of Management in Cyprus and runs a programme of training for the UK Library Association - assessing client needs, benchmarking, managing business information, sources of business information, business information on the internet and segmentation in libraries.
- Marketing planning consultancy clients have included organisation such as BP, Oxford University Press, and Swiss RE.
- Terry has published papers on customer relationship management and has written market reports for major publishers such as Key Note and Mintel.

# Our Associates: Bob Thorley

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- Bob Thorley is a senior marketing consultant with wide industry experience at director level. He maintains links with a number of leading consultancies and has worked increasingly closely with Professor Malcolm McDonald at the Marketing Planning Centre at Cranfield University School of Management.
- For the past two years, Bob has been retained to guide major operating divisions of IBM, in the USA, through fundamental market driven business transformation. As an architect of IBM's current re-creation methodologies, he has gained an understanding of e-Business, whilst benefiting from collaboration both with IBM's own consultancy arm and with industry leaders including The Chasm Group, Mercer and McKenna.
- With an early background in the multinational IT industry, Bob has enjoyed senior marketing, sales and general line management roles with Digital Equipment, Raytheon Systems and SD-Scicon (now EDS).
- Today, Bob is a director at *apt Strategies*, a specialist Sales & Marketing consultancy, where he holds particular responsibility for the marketing disciplines and market led business transformation.
- Bob is a physics graduate and an alumnus of Stanford University Business School Executive Program. He is married, with two adult children and lives in Newbury, to the west of London, UK.

# Our Associates: James Thorne

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- James specialises in helping organisations to clarify and carry out business strategies.
- Before founding Market Focus, James worked for 14 years at Paris-based training consultants Strat\*X. As Managing Director of Strat\*X, he was responsible for group strategy, operations, recruitment, quality and business development. He set up subsidiary offices for the company in Boston (1988) and London (1992).
- At Strat\*X James also led project teams responsible for the design, development and delivery of action-oriented Management Development programmes for over 50 leading companies across almost every sector of business in over 25 different countries.
- A frequent speaker on the subjects of strategic marketing, service quality and brand management, James is known as an inspirational facilitator and is at his best working with senior management and multi-cultural teams.
- James has also taught on Executive Programmes at INSEAD, Ashridge and the Chartered Institute of Marketing. In 1989 he received Top Faculty ratings at GE's Management Development Center (New York).
- James' research interests have focused on Market Segmentation, Customer Relationship Marketing, Brand Positioning, Strategies for Services and Strategic Thinking. He has co-authored several business simulations including Markpro and Markops, and written a number of case-studies in the Industrial Services, Automotive, Chemicals and Hospitality industries.
- James has an MBA from INSEAD (France) and an MA in Modern Languages from Cambridge University. He is bilingual English/French and speaks fluent German and some Arabic.
- He now lives, with his wife Christiane and 5 year old son William, on his native island of Jersey in the Channel Islands. His interests include travel, wild animals, cottage restoration and new world wines.

# Our Associates: Dr. Manfred Wirth

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- A Swiss national, Manfred graduated in 1967 with a PhD in physical-organic chemistry from the Swiss Federal Institute of Technology (ETH) in Zürich.
- In 1968 he joined the R&D Department of The Dow Chemical Company in the US, working in pesticide research and moved to Dow Europe in 1970.
- Until 1987 he held several R&D management positions in different technologies and in various areas of Europe, including 4 years as pesticide market development manager for Eastern Europe and the former Soviet Union.
- Wirth was named Business Director for Films and Coated Metals, Dow Europe in 1987. He also served as the Dow board member in a joint-venture packaging company in Germany.
- In 1992 Wirth moved to Director of Environmental Programmes for Dow Europe, where he developed the environmental strategy and introduced it into the businesses. He also developed and implemented a crisis management process for Dow Europe. Later he co-developed Dow's Eco-efficiency model and spent much time introducing it to the Dow businesses and moderating Eco-innovation workshops with strategic Dow customers.
- He speaks on Eco-Efficiency, Eco-Innovation and Environmental Reporting at international conferences, universities and environmental ministries.
- Wirth has been a member of the European Conference Board on managing the environment and was representing Dow Europe on the environmental steering group and the environmental subcommittee of the American Chamber of Commerce in Brussels.
- End of July 1997 Wirth has taken early retirement from Dow and started his own consulting business specialising in facilitation of Business-Innovation workshops. Such workshops help companies develop novel ideas for products and services that can lead to ecologically sustainable new business opportunities with potential for value creation and gaining competitive advantage.
- Wirth Sustainable Business Consulting is a member of the Factor 10 Consulting Network.

# Our Associates: Dr. Roger Best

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- Over the past 15 years, Dr. Roger J. Best has been active in working with a variety of companies in both marketing consulting and management education, including the General Electric Company, U S West, Eastman Kodak Company, Lucas Industries, Tektronix Corporation, ESCO Corporation, Pacific Western Pipe, and James Hardie Industries. Dr. Best has also taught in many executive management education programs at INSEAD, in Fontainebleau, France.
- Dr. Best is the Thomas C. Stewart Professor of Business at the University of Oregon. He earned a Bachelor of Science in Electrical Engineering from California State Polytechnic University (1968). Following graduation, he joined the General Electric Company where he worked in engineering and product management. In 1971, he received a patent for a product he invented while with GE. Dr. Best completed his MBA at California State University in 1972 and received his Ph.D. from the University of Oregon in 1975.
- Over the past twenty years, he has published many academic articles. In 1988, the Academy of Marketing Science voted an article on marketing productivity by Dr. Best and co-authors the Outstanding Article of the Year. He is also co-author of a text in its sixth edition entitled Consumer Behaviour: Implications for Marketing Strategy, and the author of Market-Based Management: Strategies for Growing Customer Value and Profitability.
- More recently, Dr. Best has developed the Marketing Excellence Survey, an assessment tool for measuring an individual's marketing knowledge and market orientation. He also developed a business simulation called BIDSTRAT that requires business teams to develop global marketing strategies in high-technology industries.



# Our Associates: Beth Rogers

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- A strategic marketer with over twenty years' practical experience in industry and a sound theoretical background. Trained to high standards of professionalism in a global company and with an MBA from a top business school, Beth Rogers has spent the past seven years helping a variety of clients to improve their strategic marketing and account management, and has a portfolio of references demonstrating their achievement of growth as a result.
- SPECIALIST KNOWLEDGE
  - ✓ Strategic account management
  - ✓ Developing key account managers
  - ✓ Strategic marketing planning
  - ✓ E-business strategy
  - ✓ Mentoring
  - ✓ Initiating product/service concepts
  - ✓ Facilitating creativity at work
- INDUSTRY KNOWLEDGE
  - ✓ Business to business (manufacturing and services)
  - ✓ High tech - hardware, software and services
  - ✓ Retail
  - ✓ Leisure and tourism, including hotels, arts organisations
  - ✓ Public and voluntary sector
  - ✓ Office products and services

# Our Associates: Omar Shamma

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- Over the last 25 years, Omar Shamma has gained practical experience in marketing to a wide range of industries, including:
  - Corrosion inhibitors, oil well work-over & completion fluids, recovery enhancement chemicals and water treatment systems into the chemical and oil & gas industries.
  - Olefinic and styrenic plastics into the packaging and agricultural industries.
  - Polyurethanes and engineering thermoplastics into the automotive, construction and durable goods industries.
  - Organic solvents, epoxy resins and latexes into the coatings industry.
  - Polystyrene thermal insulation materials into the construction industry.
  - Concrete manufacture, protection and repair products into the construction industry.
  - Latex binders into the paper and carpet industries.
- During his career, Omar has worked for several leading multinationals including BP plc, The Dow Chemical Co. and Fosroc International Limited in national, regional and global roles. He has established a strong record for delivering value growth resulting from his pragmatic, “no-nonsense” application of marketing principles in real life business environments.
- Omar’s life long passion for marketing led him to establish his own marketing excellence organization called “Third Eye”, dedicated to enable clients to enhance value growth through the application of hands-on, actionable marketing excellence programmes. A fluent Arabic speaker, Omar lives in Dubai, U.A.E. from where he serves his clients around the world.

# Our Associates: Morten Hansen

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- Morten Hansen has 15 years of marketing, key account management and sales experience with major corporations globally. He holds an MBA from Monterey Institute of International Studies. He has covered global territories during his career and has worked with major companies such as The Dow Chemical Company, Ekem ASA Materials and PricewaterhouseCoopers where he was partner until he formed his own consulting agency in 2003.
- His clients are major Nordic players in the energy, chemical and industrial markets. Among major client work he is currently responsible for rolling out a growth strategy for B2B and the mass market for a major energy company in the Nordic with focus on value creation through efficient use of market channels.
- For the B2B market he will be responsible for developing a key account management program to support long term sustainability of the business.
- Morten has excellent references from his previous professional positions as well as client work, and is characterised by being strongly customer focused and business oriented. His combined marketing and financial skills has proven to be a sound combination and his interaction skills supports his role as management consultant.