

# **Five great minds – 30 May 2017**

## **Programme**

**10:00 Dr Peter Colman MCIM, Partner, Commercial Strategy & Pricing specialist at Simon-Kucher & Partners**



Peter specialises in Commercial Excellence programmes to address strategy, sales & marketing, pricing and product management topics. He has worked for corporate clients, private equity-backed companies and venture capital-backed start-ups across Europe and North America. Peter has written numerous articles for CIM, The Manufacturer and The Professional Pricing Society, and holds a PhD in Electronics from the University of Cambridge.

### **Monetizing Innovation**

Innovation is the most important driver for growth. Consequently companies spend significant expense designing new products/services, yet most struggle to hit their financial targets. So what do smart companies do differently to achieve commercial success?

**11:00 Chris Knight, International Sales Director / Eyewear Consultant**



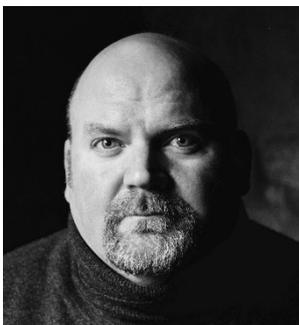
Chris Knight advises and provides hands-on help to develop existing business, set up new product lines, markets and channels, establish and optimise license agreements etc. He has an extensive network in optical, fashion, travel and retail channels. He also advises on establishing an online B2B presence for eyewear companies seeking to communicate with retailers, distributors, agents and potential partners. He has lived in four countries, done business in over 60 and speaks French, German and some Italian.

### **Using B2B social media to enhance and support your business and personal brands**

The importance of an appropriate and consistent personal online presence for senior executives, consultants and business owners is rapidly moving from 'nice to have' to 'business critical'. LinkedIn and other platforms can play a key role in positioning individuals and, by association, companies, products and brands. Chris will explore some of the key factors to be considered when going online personally, including the options for getting professional help with 'reputation management' and establishing thought leadership within a market or industry.

**12:00** Lunch

**13:00 David Meikle, Author, Founder at How to Buy a Gorilla Company**



In 2003 David joined Ogilvy Russia as Group Managing Director and in less than four years it had become WPP's largest creative group in the Russian Federation, increasing agency revenues by more than 500% and client satisfaction to its highest ever levels. Returning to the UK, David founded the marketing consultancy and intermediary, Salt Partners. While working for clients such as the Post Office and Bayer he developed the strategic framework that would become The Monkey House and wrote his first book: *How to Buy a Gorilla*, and renamed his business after it.

## How to Buy a Gorilla

Only 4% of ads breakthrough like Cadbury's Gorilla and truly build clients' businesses. Learn why it has been so difficult for many brands to develop such powerful advertising and how to radically improve your chances - and your ROI.

**14:00** Coffee

### **14:30 Jeremy Clarke MCIM, Head of Insight at Great Western Railway**



Jeremy has worked in the automotive (aftercare and production), financial services and public transport industries. He believes passionately in not only listening but understanding the meaning of 'Voice of the Customer' designing and implementing robust qualitative and quantitative research. This underpins strategic action across the customer experience informing CRM/CEM strategy as well as brand positioning as well the effect of product and service changes on retention and revenue.

### **Mapping the Customer Journey**

Maybe a trendy thing to do, but what does it take, what to do with it and how can you apply metrics to it to know if you are making a difference in the areas that matter?

### **15:30 Sue Bagguley, Head of Strategy & Business Development for Industrial Divisions of Siemens Plc in the UK**



Sue joined Siemens in 1997 fresh from Northumbria University. She has held numerous positions with them since then including Head of Business Excellence with experience in delivering LEAN business programmes across entire end to end value chain. She is currently responsible for strategy and business development for two of the Siemens divisions in the UK ensuring strategic priorities deliver to stakeholder expectations.

### **B2B customer relationships**

In a B2B world how do you ensure that you keep up with digital developments and maintain great customer relationships?

In addition to this Manchester event, you may also be interested in the London Five great minds event on 16 June. Full details on CIM's website in due course.