



Omar Shamma
Dubai, U.A.E.

Omar Shamma is an experienced marketing practitioner with 25 years of international marketing management experience in the chemicals and construction industries. This broad base of commercial and business experience has covered markets in Europe, the USA, the Middle East and North Asia. Omar currently runs the Dubai based marketing excellence practice Third Eye FZ LLC, which delivers to clients practical, results oriented, B2B marketing and leadership programmes, directly impacting their bottom line. Third Eye's clients include Shell, Dow Chemical, Degussa, ICI Paints, and Fosroc International. Examples of the value delivered by Third Eye include:

- Through implementation of a customer value management model, client realigned their focus towards newly developed high value segments in the construction market. New offerings delivered through development of targeted marketing channels resulted in a margin increase of 12% and added over USD 3 million to the bottom line in 6 months.
- Following implementation of the "Third Eye" selling process and focus on customer value management productivity per sales person increased by an average of 60% and customer retention improved by 20%.
- Implementation of a new business delivery model to a newly defined market segment for construction products distribution increased revenues by 15% in a three month period adding 5% to the bottom line.

In addition to the delivery of tailored in-house marketing and leadership programmes and workshops, the "Third Eye Academy" delivers public programmes, delivered at the "Dubai Knowledge Village", the Middle East's premier professional development free zone campus.

Prior to establishing Third Eye FZ LLC, he held senior business leadership positions in two Fortune 100 organisations, including the Dow Chemical Company, where he led several business units to greater value growth through the development and implementation of a global market orientation and marketing planning process.

Omar is a member of the Chartered Institute of Marketing and the European Marketing Academy. He is also affiliated with many other professional education and development organisations, where he delivers various leadership and marketing programmes.



Phil Allen
Zurich, Switzerland

Phil Allen has 30 years of hands-on sales, marketing, customer value management and key account management experience at national, continental and global levels in multinational corporations, including Albright & Wilson, Bayer AG, English China Clays, Hilti AG, and The Dow Chemical Company.

Since 1997 Phil runs a global marketing and sales excellence practice, MarketAbility – creating value for clients by helping them to apply marketing & sales excellence and customer value management to their businesses. MarketAbility delivers practical marketing & sales for value growth, facilitating marketing & sales strategy development and implementation, working together with the client's team.

MarketAbility serves many multinational and global blue chip clients in the chemicals, plastics and energy industries, as well as providing hands-on practical advice to clients in several other B2B markets.

In May 2002, Juan Senior, Senior Editor at the International Herald Tribune, praised Phil in a Euronews company documentary for having founded a unique action-oriented company, with an individual business style.

Phil's pragmatic, down-to-earth approach to marketing & sales is reflected in the book he has coauthored "Value Based Marketing for Bottom Line Success: 5 Steps to Creating Customer Value" by De Bonis, Balinski and Allen, published by McGraw-Hill and the American Marketing Association, December 2002.

Phil is a regular contributor to a variety of marketing, sales and industry publications and also publishes his own email marketing briefing newsletter.



Eric Balinski
Spata, New Jersey, USA

Eric is founder of Synection, a customer value consultancy that enables organisations to create superior value for customers and then align their company's operations to run more profitably and productively. His specialty is in transforming an organisation's customer and enterprise performance. Examples of his work include:

- Start up strategy and launching a revolutionary customer value programme that generated \$45 million the first year, with 5-year growth exceeding \$350 million.
- Transformed the global strategy for a \$500 million business. In 22 months achieved the highest profit, growth, customer & employee satisfaction in the corporation's 37 business units.
- Coached a team of leaders on the implementation of a customer value system to turnaround their \$430 million business. Within one year produced a \$25 million profit swing.
- Led market team in evaluation of patented technology. This validation contributed to a joint venture with a \$2 billion + valuation at formation.

Before starting Synection, Eric was the global leader of business education for two Fortune 100 firms. He has also taught and coached value creation practices worldwide to every business function and level. Prior to his business education roles, Eric held business leadership positions at GE, Dow Chemical and Allied Signal.

Recently Eric coauthored "Value Based Marketing for Bottom Line Success", published by McGraw-Hill and the American Marketing Association in December 2002. Eric's next book "Leadership on the Fly" shares a provocative leadership framework to help leaders face today's challenges.

Eric has run various executive and development programmes for organisations such as GlaxoSmithKline – "Marketing for R&D", Wyeth-Ayerst International – "Global Strategy & Finance Programme", The Dow Chemical Company – various subjects, Verizon – various marketing and performance programmes, The IRS – "Executive Leadership Programme", Accenture Pharmaceuticals Practice – "Global Strategy Programme", Panasonic & Xerox – "Supply Chain Strategy", Deloitte & Touche – "Business Strategy for New Partners", Hewlett-Packard – "Advanced Leadership Programme".



Paul Hague

Manchester, United Kingdom

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 shareholding in B&MR to a MBO team in October 1996 and established with his former business partner, Peter Jackson, Hague Jackson Ltd., a marketing consultancy. Clients included The Dow Chemical Company, Dow Corning, Air Products, Coca Cola, British Telecom and Courage Brewers.

In 1998, Paul launched B2B International, a specialist international business-to-business market research consultancy, that offers international B2B research on:

- » Customer Loyalty
- » Positioning
- » Market Assessment

Paul is a visiting Fellow at Manchester Metropolitan University and a regular guest lecturer at Manchester Business School.

Paul's publications include: "Market Research", "The Industrial Market Research Handbook", "How To Do Market Research", "Market Research In Practice", "Questionnaire Design", "Interviewing", "Sampling & Statistics", "Presentations & Report Writing", "The Power of Industrial Branding", many of which have been translated into a number of languages.



Michael Halliday
Sydney, Australia

BAEcon (UNE), MSc (Newcastle, UK), PhD (UNSW)
Professor of Management (Marketing), Sydney Graduate School of Management

Michael Halliday is a Professor of Management at the Sydney Graduate School of Management. Prior to joining SGSM, Professor Halliday was with Macquarie Graduate School of Management and before that was Head of the School of Marketing at the University of Technology, Sydney. Before his academic life he worked in marketing for Cadbury-Schweppes in the UK.

Professor Halliday is very active in research, publishing widely in international academic journals as well as running a successful strategic management consulting and training practice. He is coauthor of four books – “Marketing & Finance – Working The Interface”, “Marketing and Financial Management: New Economy – New Interfaces” (Published 2005), “The Australian Business Start-up Guide” and “The Australian Market Planning Guide”.

Professor Halliday has undertaken training and consulting assignments for a wide range of leading Australian and international consumer and industrial organisations including Telstra, The Dow Chemical Company, Merck Sharp & Dohme, Pfizer, Blackmores, The Boots Company, Parke-Davis, American Express, Sunbeam Corporation, J. Blackwood & Sons, James Hardie, ACI, Colgate-Palmolive, AT&T, Citibank, Aventis, and Diethelm (DKSH).

Professor Halliday’s expertise and research are in the areas of value based marketing, managing for value, brand positioning, strategic planning, and marketing strategy based on market analysis.



Bernard Kaminker

Paris, France

Since 1995, Bernard has managed his own training consultancy, BRK ProForma, whose mission is to enable change in major corporations on a global basis by creating and delivering sales, marketing and finance training. Bernard has worked with firms representing a variety of industries, including automotive, consumer durables, food, municipal services, pharmaceuticals and IT.

Over the past few years, Bernard has been involved in several major initiatives with global organisations, including:

- A series of programmes intended to enhance coordination between sales & marketing within a major French pharmaceutical company having acquired a large competitor.
- A multi-country roll-out of a major branding initiative for a European car manufacturer, delivered to sales managers in Spain, Italy, Germany, France and Hungary.
- A regular sales & marketing training programme for recent management hires at a leading chocolates and confectionary firm, delivered in Mexico, Seoul, Kuala Lumpur, Manila, Cairo and Seattle.
- Numerous programmes over the past eight years with several major pharmaceutical firms, in all parts of the world, dealing with marketing skills, product launch issues and R&D optimization.

Bernard's prior experience includes several years of executive training in New York as well as 17 years at American Express Bank in New York and Paris, where as Credit Manager, he was involved in the development, marketing and sales of financial services to corporate clients.

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.

In addition to his work in the corporate world, 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 Parisian, Bernard is equally at ease in French, English and Spanish and uses all three in his training activities around the world.



Andre M. Helbling

Zurich, Switzerland

Dr. Andre Helbling is an experienced technology management practitioner with more than 20 years of management practice in The Dow Chemical Company in local, regional and global management roles. This included leadership roles ranging from research and management of global technical service teams, industry technology innovation and technical marketing, as well as membership in key market and business management teams for European and Asian-Pacific markets. The major competencies Andre acquired over his career include:

- **Science & Technology Management**

In-depth know-how in building and leading science & technology teams, at local, continental and global levels, including the overall R&D people and organisation management, alignment of R&D to business strategy, organisational efficiency enhancement and change management activities.

- **Innovation and Project Management**

Innovation and technology development to build and sustain global leadership in industrial markets. Lead creativity and innovation to project success, including clear business alignment and the use of structured and tested commercialisation methodologies. Direction and application of Six Sigma methodology and best practices for productivity and efficiency improvements.

- **Global Paper Industry and Technology Trends Expert**

Leading Dow's paper industry activities as Global Paper Technology Director over many years Andre is a known industry technology expert. He is a renowned industry conference and company strategy session speaker based on his novel approaches to the understanding of the future role of paper in the context of electronic media.

- **Business Management and Business Excellence Practitioner**

As technology and business excellence leader for a +\$1.0 billion business, Andre gained experience in many 'best practice' business and management methodologies, including various tools and approaches to competitive market & technology analyses, market positioning and value-added selling.

Currently, Andre works as a freelance consultant and coach, sharing his know-how to assist in building future-oriented research & development organisations. Andre is a Swiss citizen, has a PhD in chemistry and speaks fluently German, English and French. He works globally from his Zurich/Switzerland area home base.



Kambiz Naficy

Tehran, Iran

Kambiz Naficy, MBA, MFA, MIA, holds multiple degrees from a Harvard affiliate, Columbia University, and The New School for Social Research. He is a published writer and a professional speaker and his seminar events have been covered widely by international media.

Kambiz began his career on Wall Street as an international banker with American Express International Banking Corporation where he was a marketing officer for several years. Later, with the advent of the PC, he founded Integrated Office Systems in Boston, U.S.A. Through this computer systems integration company, Kambiz worked closely with Anderson Consulting of Boston to computerize some 250 firms located in the Northeast Corridor of the United States. During the past fifteen years, Kambiz has been training companies in the U.S, Middle East, and the Subcontinent in Microsoft MCSE courses as well as other courses such as:

- Stress Management
- Change Management
- Time Management
- Delegation Skills
- Negotiation Skills
- Planning & Goal-Setting
- Selling Skills

Kambiz is the founder of the Joy of Life Organization, an international consulting outfit that specializes in the art of "People-making" from the inside-out. Kambiz is a Third Eye associate and conducts his courses in collaboration with Third Eye.