



## Ian Rheeder, Chartered Marketer (SA)

*A facilitator who consults. A consultant who teaches. A teacher who speaks.*

<p><b>Qualifications:</b> Ian Rheeder is a Chartered Marketer (CM), the highest professional marketing qualification recognised both in South Africa and Europe. Ian is also a registered training Assessor with Services SETA South Africa, who is registered to facilitate almost all their Marketing &amp; Sales programmes.</p>
<p><b>Brief profile:</b> Ian is currently a strategic consultant and facilitator. Prior to starting Markitects Consulting in 2005, his last big corporate position was Marketing &amp; Sales Director of the global zipper giant, YKK. Ian's competitive advantage is his depth of experience in both the marketing and sales functions. He considers it a privilege to do <i>exactly</i> what he wants to do, which is share this knowledge and experience.</p>
<p><b>Lecturing and other responsibilities – Over 30 Strategic Marketing Programmes Written:</b>  Marketing Management, Hospitality Marketing &amp; Sales Management, Marketing Strategy, Strategy, Leadership in a Customer-centric Service Organization, Psychologies of Successful Leaders, Personality Profiling (For Selling, Negotiating Skill &amp; Consumer Psychology), The 7-Deadliest Marketing &amp; Sales Sins (The worst mistakes firms make), Success in a Recession &amp; How to Attack the Industry Leader, Downturn-Exploiting Strategies, Sales Management (planning, organising, leading and controlling your team), Customer Experience Management, Customer Care &amp; Services Marketing, Psychologies of Customer Experience Management, Business Research Methods, High Trust Selling Techniques, Key Accounts Management (KAM), Negotiation Skills with Objection Handling, Body language &amp; personality profiling, Promotional Strategy, Managing a Marketing Campaign or Project, Stakeholder Relationships, Presentation Skills.  (Hundreds of references are available on request.)</p>
<p><b>Academic &amp; professional fields of interest:</b>  Current research on the psychology behind "What makes individuals, managers and leaders successful."  Market research: with Prof. Adré Schreuder presented a white paper to the SA Marketing Research Association (SAMRA) conference in June 2010, which looked at the viability of the Net Promoter Score (NPS) in service research.</p>
<p><b>Published research:</b>  Ian is a prolific writer and is widely published, almost monthly, by marketing journals. The South African Institute of Chartered Accountants (SAICA) hired Ian to write his first book "A Marketing Guide for Accounting Professionals", 2008, published by SAICA (ISBN 0-86983-248-4), Ian's second book, "Psychologies of Successful Leaders", will be published in the last quarter of 2010. He has written 25 public training programmes, extending from Key Account Management to Recession Marketing Strategies. Sample Ian's DTI sponsored talk on Downswing Strategies, <a href="http://www.youtube.com/ianrheeder">www.youtube.com/ianrheeder</a> (3-minutes).</p>
<p><b>Professional memberships:</b>  Founding member of the SA Marketing Association, and is the current President of the Professional Speakers Association (Johannesburg Chapter) see <a href="http://www.PSASouthernAfrica.co.za">www.PSASouthernAfrica.co.za</a></p>
<p><b>Consulting involvement:</b>  Having consulted on and researched 30 international brands whilst at Markitects and Group Africa (now EXP Agency), he gained his broad FMCG &amp; B2B experience. Ian has 11-years senior Marketing &amp; Sales Management experience, and 7-years consulting &amp; facilitation experience with major blue-chip companies, and has done international work for The Department of Trade &amp; Industry (DTI) South Africa.</p>
<p><b>Significant achievements:</b>  Company turnarounds and switching from a successful electrical engineering career (Roovalk helicopter project) to marketing.  Chosen as official adjunct faculty at GIBS (2007 – present).  Amongst 10 other speakers, in Oct 2009 was voted best speaker at an international marketing conference.  Amongst 11 other speakers, in Oct 2008 was voted second best speakers (after Clem Sunter) at a Recession Conference in Midrand.</p>
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