



Ian Rheeder, Chartered Marketer (SA), MSc. Leadership of Innovation

Persuasion science consultant, facilitator & speaker – marketing, sales & leadership.

Benefits of using Ian Rheeder: Ian's core purpose is to make companies more profitable. He does this by using the most relevant consulting business models to best analyse their situation, and thus offers the best market-driven solutions for your profit creation. This competency is also reflected in the most relevant, up-to-date training programmes, offering unique synergistic leadership in consulting, training and your conference keynote addresses (hundreds of references available on request). Ian uses the latest neuroscience studies to bolster his marketing, sales and leadership programmes.
Qualifications: Ian Rheeder trains and consults in the business, marketing & leadership space (i.e. persuasion sciences). He is a Chartered Marketer (CM), the highest professional marketing qualification in Europe & Africa. He also holds an MSc in <i>The Leadership of Innovation</i> (cum laude thesis on The Neuroscience of Leadership, The Da Vinci Institute). Ian is a registered training Assessor with Services SETA South Africa, who is registered to facilitate almost all their Marketing, Sales and Leadership programmes. He is currently completing his PhD in The Neuroscience of Workplace Design.
Brief profile: Ian is currently a strategic business consultant and facilitator. Prior to starting Markitects Consulting in 2005, his last big corporate position was Marketing & Sales Director of the global zipper giant, YKK. Ian's competitive advantage is his depth of experience in both the marketing and leadership functions (so often it's leadership, not marketing that needs to be improved). He considers it a privilege to do <i>exactly</i> what he wants to do, which is share this knowledge and experience.
Current Academic & professional fields of interest: Completing a PhD in The Neuroscience of Workplace Design (i.e. how to persuade people using a combination of sales/marketing, leadership & architectural science.)
Published research: Ian is a prolific writer and is widely published. The South African Institute of Chartered Accountants (SAICA) hired Ian to write his first book " <i>A Marketing Guide for Accounting Professionals</i> ", 2008, published by SAICA (ISBN 0-86983-248-4). His TEC neuro-leadership model was published in <i>Leadership</i> (July 2012). He has written over 31 different training programmes, extending from Key Account Management to Recession Marketing Strategies. Sample Ian's DTI sponsored talk on <i>Downswing Strategies</i> (YouTube). Also see <i>Deadliest Sin Leaders & Managers make</i> (YouTube).
Professional memberships: Founding member of the SA Marketing Association, and is a Past President of the Professional Speakers Association (Johannesburg Chapter).
Consulting involvement: Having researched 40 international brands whilst at Markitects and Group Africa (now EXP Agency), he gained his broad FMCG & B2B experience. Ian has 23-years senior Marketing Management, consulting and facilitation experience with major blue-chip companies, and has done international work for The Department of Trade & Industry (DTI) South Africa.
Significant achievements: Company turnarounds; switching from a successful electrical engineering career (Rooivalk helicopter project) to marketing. Chosen as part-time faculty at GIBS (2005 – present). Written 20 different marketing & leadership courses: Marketing & Sales Management to Neuroscience of Leadership. Amongst 36 speakers, in June, Aug & Nov 2016 was voted best speaker at 3 different Knowledge Resource (KR) conferences
Partial list of companies that have benefited from Ian's expertise BP, Sasol, Engen, Pfizer, Novo Nordisk, British American Tobacco, Goldman Sachs, Reckitt Benckiser, Sara Lee, Unilever, Johnson & Johnson, Coca-Cola, Citibank, Nissan, Mercedes, BMW, Anheuser-Busch InBev,
Programmes written: The Neuroscience of High-Trust Selling (CUSP®), The Neuroscience of Negotiation Skills (CUSP®), Return On Marketing Investment (ROMI), Marketing Simulations, Marketing Management, Sales Management, Hospitality Marketing, Neuroscience of Customer Experience Management (CEM), Research Methods, Rural Marketing, Marketing in Africa, Consulting Skills, Key Accounts Management (KAM, with Blue Ocean Strategy), Presentation Skills, Body language for negotiators, Promotional Strategy, Managing a Marketing Campaign, Sponsorship Management, Neuroscience of Leadership, Marketing Strategy (How to attack a competitor), Segmentation, Targeting & Positioning (STP) Strategy, The 7-Deadliest Marketing Sins and Solutions, The Neuroscience of Workplace Design (staff engagement), Service Marketing.
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