



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

MARKETING, SALES, LEADERSHIP, SERVICE & SALES FACILITATOR/SPEAKER

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 *The Leadership of Innovation* (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. Current interest: Employee Engagement through Workspace 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/sales and leadership functions (so often it's leadership, not marketing that needs to be improved). He considers it a privilege to do *exactly* what he wants to do, which is share this knowledge and experience. To keep fit he does Canoe Marathons every year.

Current Academic field of interest: PhD candidate: Proposal accepted, 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 "*A Marketing Guide for Accounting Professionals*", 2008, published by SAICA (ISBN 0-86983-248-4). His TEC neuro-leadership model was published in *Leadership* (July 2012). He has written over 20 different training programmes, extending from Sales Management and Leadership to Recession Marketing Strategies. Sample Ian's DTI sponsored talk on Downswing Strategies (YouTube). Also see Deadliest Sin Leaders make (YouTube).

Professional memberships:

Founding member of the SA Marketing Association (MASA), founding member of The Customer Experience Institute (CXI) 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 25-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:

Awarded #1 lecturer at GIBS for 2020; with the highest *average* score of 96.4%.
Chosen as GIBS part-time faculty (2007 – present). Gordon Institute of Business Science is Africa's no.1 business school.
Written 20 different Leadership, Sales, Marketing & Service programmes for GIBS (hundreds of references available).
Consistently the top speakers at any international or local conference.
Company turnarounds; switching from a successful electrical engineering career (Rooivalk helicopter project) to facilitating.

Partial list of companies that have benefited from Ian's expertise

BP, Sasol, Engen, Pfizer, Novo Nordisk, Omnia, John Deere, Goldman Sachs, Reckitt Benckiser, Sara Lee, Unilever, Johnson & Johnson, Coca-Cola, Citibank, Nissan, Mercedes, BMW, Anheuser-Busch InBev, ABSA, MTN, Shoprite.

Dozens of "Persuasion Science" Programmes written for GIBS:

Leadership: Neuroscience of Leadership, Strategy (How to attack a competitor), The Neuroscience of Workplace Design (staff engagement), Innovation & Systems Thinking, EX Trumps CX.

Sales: Sales Management, Body language for negotiators, The Neuroscience of High-Trust Selling (CUSP®), The Neuroscience of Negotiation Skills (CUSP®), Key Accounts Management (KAM, with Blue Ocean Strategy), Consulting Skills, Presentation Skills.

Marketing: Marketing Management, Promotional Strategy, Research Methods, Rural Marketing, Marketing in Africa, Managing a Marketing Campaign, Sponsorship Management, Segmentation, Targeting & Positioning (STP) Strategy, The 7-Deadliest Marketing Sins and Solutions, Return On Marketing Investment (ROMI).

Service: Services Marketing, Neuroscience of Customer Experience Management (CEM & CX), Marketing Simulations.

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