



“Profits Beyond the Storm”

HOW TO LEAD IN AN ERA OF ENDLESS CHANGE

About Sean

Sean is an expert in market-driven business strategies. He and his colleagues have conducted extensive research on this topic and published articles in *Strategy & Leadership* and other journals. His opinion pieces have been published in the *Wall Street Journal*, the *Financial Times*, and *The Australian*.

His professional experience includes ten years with 3M, entrepreneurial ventures, and as an advisor to business leaders. As a Lecturer in Marketing at Boston University Graduate School of Management, he taught the core MBA Marketing Management course. He has been an invited speaker on the topics of leadership, marketing and business culture change in Europe, North America, and Australia.

Testimonials

“I recommend Sean for his wonderful speaking skills and, more importantly, for the insight he shares on how to create a consistently top performing company.

Sean will change the way your firm competes, for the better.”

—John Bubel, *Director of Marketing*
Mallinckrodt Baker

“Sean is a great speaker on business topics, especially on marketing and what it means to be a market-driven organization. He can change the way his audience perceives the world. I recommend him without reservation.”

—Maria Shepherd, *President*
Data Decision Group

“I have seen Sean address an audience of professionals at least four or five times. I find his talks to be motivating and insightful and I learn something every time I hear Sean address an audience.”

—Stephen F. Amato, *Ph.D.*
Carroll School of Management
Boston College

Most requested keynote ...

PROFITS BEYOND THE STORM

How to Lead in an Era of Endless Change

The global financial crisis is passing. Welcome to the Era of Endless Change.

The world has changed radically in the last 40 years but most corporations have changed very little. Need proof? According to a Deloitte study, average economy-wide Return on Assets (ROA) has steadily declined 75% since 1965. A Bain & Company study found “Even in the best of times nine of ten management teams fail to grow their companies profitably.” Over the last ten years, the Standard & Poor 500 Index declined 24%.

Reengineering, restructuring, refinancing, reductions in staff and really expensive consultants have not helped the vast majority of businesses.

Current business leadership approaches are failing miserably. It’s time to change or surely die. But change to what? What are those firms that are consistently successful, year-in-and-year-out, doing differently? In this keynote speech your audience will see the data and feel the urgency to change the way they lead their firms. They will see what Apple and Wal-Mart share but are missing at Dell and Sears: the 7 behaviors of truly market-driven firms.

Your audience will be engaged and inspired. They will depart with the insight to lead successfully in an Era of Endless Change.

Will customize for your audience.

The right audiences ...

Senior executives of medium to large corporations: CEOs, CFOs, CMOs, Senior HR Executives, etc.

Members of the Board of Directors of medium to large corporations

All industries

English speaking



For more information, contact:

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