



**Bournemouth
University**

B2B Marketing the road ahead

Keynote speakers

Professor Malcolm McDonald is Emeritus Professor of Marketing and until recently Deputy Director of Cranfield School of Management, Cranfield University. He is Chairman of six companies and spends much of his time working with the operating boards of the world's biggest multinational companies, such as IBM, Xerox and BP. He has written forty two books including the bestseller "Marketing Plans; how to prepare them; how to use them" and many of his papers have been published.

Professor Dominique Xardel ESSEC Cergy Pontoise, Paris, has been working with Unilever and Time Inc before joining the University and ESSEC Business School in Paris. He has written extensively in the fields of Direct Marketing and Direct Selling and conducted seminars in various countries. He now teaches in Geneva Business School.

Mike Bernard is Head of Large Enterprise Marketing for IBM UK and Ireland. His responsibilities include Marketing the full portfolio of IBM's products and services for all of IBM's Industry Units, its General Business and its Inside Sales team. He also leads IBM's Market Segment Management discipline for more than 70 marketing professionals. He has held management positions in IBM Marketing for over 15 years, including country, regional and EMEA roles. He has performed product and customer set Marketing roles, both in Market Management and Marketing Operations. His specialised skills lie in Marketing Strategy, B2B Distribution Channel strategy and Channels Marketing. Mike's interest is in driving linkage between business strategy and marketing design and execution. He has a particular interest in designing and managing complex routes to market for B2B products and services. Mike graduated from Oxford University with a degree in Experimental Psychology, and joined IBM as a Systems Engineer, later spending 8 years in Sales and Sales Management. He holds a CIM Diploma in Marketing. He is a visiting Lecturer at Oxford Brookes Business School, works with Exeter University on their One Planet MBA programme, and is a Trustee at AbilityNet, a charity working with the disabled and those with IT accessibility problems.