

RICHARD M. BRANDT

DIRECTOR, IACOCCA INSTITUTE



IACOCCA
INSTITUTE
INTERNATIONAL
AFFAIRS

LEHIGH
UNIVERSITY



Dick Brandt is an international consultant, advisor and accomplished public speaker. He has had over 15 years of experience in managing international business operations, while serving in various Vice Presidential positions during a 25-year career at AT&T and Lucent Technologies. International operations for which Mr. Brandt assumed responsibility included all activities associated with sales, project implementation, technical sales support and staff in over 25 countries in Asia, Western Europe, Eastern Europe, the Middle East and Africa. These responsibilities led him to direct discussions of international business issues with world leaders such as the former President of the PLO, Yasser Arafat and Jiang Zemin, former President of the PRC. Mr. Brandt also served on the Board of Directors for five international ventures in Singapore, the PRC, India, Poland and Russia. He assumed the position of International Sales Vice President in 1989 and concentrated on opening up the Asia/Pacific market for AT&T starting with Korea and Taiwan. Dick then established several joint ventures and expanded operations to 15 countries in Asia by 1994. During this time, Dick led several hundred sales and support staff with hundreds of millions of dollars in annual sales.

In 1970, Dick Brandt began his career as a sales manager for Ohio Bell. Ten years later as a principal consultant for AT&T International in Dublin, Ireland, his international work began with the establishment of AT&T's first international company. Mr. Brandt spent over 14 years living and working overseas, beginning in Ireland and continuing in Italy, Australia, New Zealand, Hong Kong, and the Netherlands.

His personal and professional experience in marketing, team leadership, joint ventures and global business architecture and management has given him depth and perception that he brings to both the training room and his advice to corporate clients. Mr. Brandt has developed extensive seminar materials on various aspects of international work in the global marketplace. He earned his BS Degree from Kent State University, and he is a graduate of the Advanced Management Program at the Harvard Business School. He also served as a First Lieutenant in the United States Army immediately after his years at Kent State in the ROTC program. He spent two years on active duty at Fort Bliss, El Paso, Texas, and received the Army commendation medal for his work as the Public Information Officer. He then spent five years in the Army Reserves in Ohio.

Following his tenure at AT&T, Mr. Brandt has been able to devote himself to speaking and training engagements, having delivered lectures at Erasmus University in the Netherlands, Rome University in Italy, the World Economic Forum in South Africa, and Loyola University in Europe, plus training for Warner Lambert (The Sales Process in Japan), Bristol-Meyers Squibb (Doing business in Australia/New Zealand), Rohm & Haas (Asia Pacific Business Training), and Baruch College (Establishing International Joint Ventures).

Dick has been employed by Lehigh University for the past 17 years. He serves as the Director of the Iacocca Institute in the Office of the Vice President of International Affairs, and has been the Director of the renowned Global Village Program for Future Leaders of Business and Industry for 15 years. The Global Village Program delivers its learning through interactive courses, multi-cultural teaming experiences, business and organizational visits, executive round table discussions, themed panel and seminar sessions. Since its inception, this program has welcomed 1554 young leaders from 128 countries – all of whom are part of the Global Village worldwide alumni network.

In addition to delivering the International Business courses at The Iacocca Institute at Lehigh University, Mr. Brandt has also taught Business One for seven years at Lehigh's College of Business and Economics. He currently facilitates a session on international negotiations in the innovative Integrated Business and Engineering Honors Program. Additionally, Mr. Brandt has taught the Business Policy course in the Executive MBA Program at The Zicklin School of Business, Baruch College, and The City University of New York. He has also taught executive education programs for Long Island University.

WHAT I HAVE DONE AND WHERE I HAVE DONE IT

- Started with the first international company for AT&T in 1980
- One year in Ireland to develop a Strategic Plan for An Board Telecom
- Two years in Italy to structure a Major Accounts Sales Organization for SIP
- Two years in Australia to establish a National Sales Organization for Telstra
- One year in New Zealand to create a National Sales Organization and nationwide distribution chain for the New Zealand Post Office
- Three years in Italy and Greece to establish the first AT&T offices
- Four years in Hong Kong to run the Network Systems (Lucent) sales force for Asia
- Two years in The Netherlands for sales and product management in Eastern Europe, Middle East and Africa



If you could fit the entire population of the world into a village consisting of 100 people,
maintaining the proportions of all the people living on Earth,
that village would consist

60 Asians

15 Africans

13 Americans (North, Central and South, Caribbean)

11 Europeans

GLOBALIZATION IS GOING BACKWARD



GLOBALIZATION-"THE TIMES THEY ARE CHANGING"

- Past seven years presented Globalization Going Forward
- Rise in Connected Countries (Political, Security, Economic)
- BRIC's are the rising new markets (Brazil, Russia, India, China)
- World broken into CORE (connected) and GAP (Disconnected) countries

MOVE OVER BRIC'S—HERE COMES THE MIST'S

- BRIC's are still the largest emerging markets
- Investment Banks are supporting new fast-track economies
- Mexico, Indonesia, South Korea, and Turkey
- Young populations of educated young people get attention
- Add Nigeria, Bangladesh, Pakistan, Philippines and Vietnam

GLOBALIZATION HAS A REVERSE GEAR

- Sluggish Economic Growth rates
- High Unemployment
- Economic turbulence is with us
- World Trade Figures are worrying



HOPE IS NOT A STRATEGY



CORPORATE STEPS TO BECOME INTERNATIONAL

- Small Representative Offices to Look Around
- Consulting Projects
- Market Development Expansion
- Sales Offices – But Business Units in Control
- Acquisitions and Joint Ventures
- Fully Staffed International Operations
- Regional Officers and Autonomous Operations
- Profit and Loss in Customer Teams

SUPPORT FACTORS FOR INTERNATIONAL SUCCESS

- Direct Business Unit Support – Regional and U.S.
- Services for Installation
- Bid & Proposal
- Country Desk
- International Protocol
- Strategy and Market Development

MARKET RESEARCH ISSUES IN THE HEALTH CARE INDUSTRY



BACKGROUND FOR PRESENTATION

- 2011-2013 Study Years
- US Market Research Firms
- Primary clients are Pharma and Medical Device MFG.
- Methodology includes phone surveys, focus groups and internet surveys
- Clients are primarily in USA, Europe, Latin America and Asia.



COMPANY A IS PHARMACEUTICAL MANUFACTURER PARTNERING WITH THEIR ADVERTISING AGENCY

- Study is about web site usability
- Consumers and Health Care Professionals (HCP)
- HCP are Oncologist, Neurologists, Pain Specialists, Rheumatologists, Primary Care Physicians, Nurses, and Physician Assistants
- Objective is usability, expectations and understanding

COMPANY C IS A PHARMACEUTICAL MANUFACTURER

- Study is about Brand Equity of entire Company
- Evaluation of Visual/Graphic and text in current advertising material.
- Study group is only Neurologists
- Rational and emotional reactions studied



COMPANY D IS A MEDICAL DEVICE MANUFACTURER

- Study is about Laboratory Equipment in doctor's offices
- Equipment is rapid test for STD's
- Equipment can be used in Doctor's offices, ER's and Public Health laboratories.
- Survey is about usability, price profile and desire to have local testing equipment



COMPANY G IS A HEALTHCARE PROVIDER OF SERVICES

- Study is of eight TV ads not in the market yet
- Objective is consumer action early to protect their health
- Website, or Tool-Free Number use is measured

COMPANY J IS A PHARMACEUTICAL MANUFACTURER

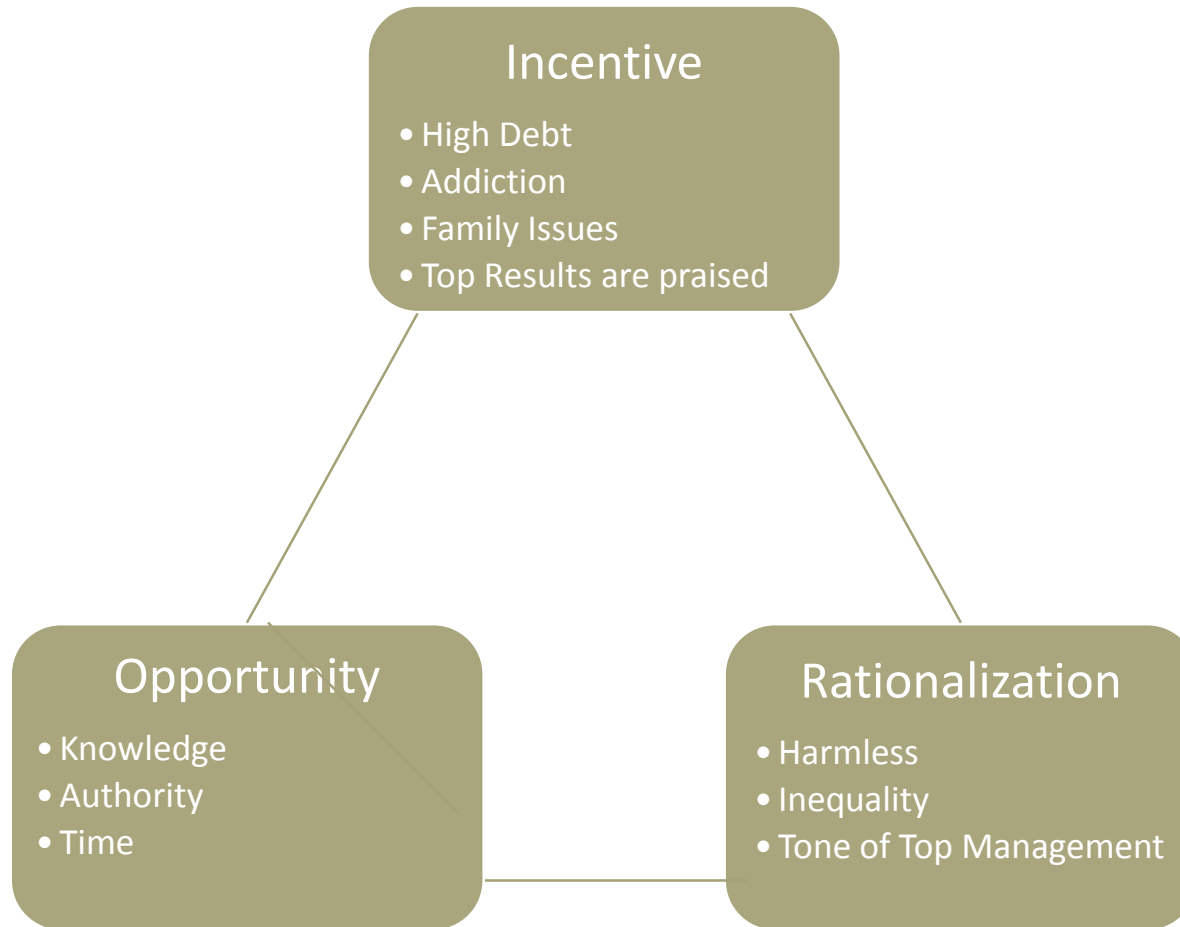
- Study is with Diabetes Patients and their routine of injections
- Objective is to look at patient perceptions and attitudes, and level of concern after missing an insulin dose.
- Study will center on the message of how to avoid hypoglycemic events.



ETHICAL STANDARDS TESTED EVERY DAY

- Must Take a Stand Based on Your Personal Ethics
- Tested Every Day by Decisions Your People Make
- Foreign Corrupt Practice is Rule of Law

FRAUD TRIANGLE





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2014 GLOBAL VILLAGE PROGRAM

- 24 plus course modules
- 100 interns from 40-50 countries
- 50 plus executive visitors
- 10-15 business consulting projects
- Panel discussions, short seminars, cultural events
- Visits to Washington, DC and New York City Venues/Businesses
- Individual guide/mentors for every 10 to 12 interns
- Business trips to explore local companies
- Business and Cultural presentations by all country representatives



*Join a
network of
1661 young
leaders
representing
131 nations...*

