

# Training Capability Profile

**Ian Ruskin Brown**

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**Course Director**

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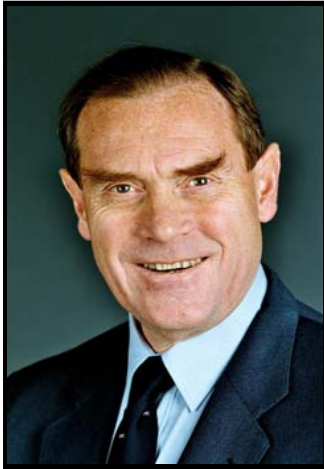
**Ruskin Brown**  
Associates

## Career Résumé

# Ian Ruskin Brown

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### Course Director



Ian is both an academic, a practising and incurable businessman, author, and trainer.

Over the last forty years he has gained a wide range and depth of experience in Marketing and in Management

He is a full member of the Chartered Institute of Marketing, the Business Graduates Association of MBA's, a fellow of the Institute of Sales and Marketing Management, a full member and Diplomat of the Market Research Society, and is a member of the British Institute of Management. He saw active service as an officer and sometime helicopter pilot in HM Royal Marines Commandos, before becoming a practising, if slightly

unconvinced civilian in late 1966.

Ian's Business career has a strong bias towards Marketing Management in the operational field and planning functions - working for such firms as: Lyons & Co., Reed Paper Group, Trebor Sharpes, Esso Petroleum, Goodyear Tyre & Rubber to name but a few.

Following a major motor accident in 1973, his career has oriented toward the academic, and consultancy, working as a Senior Lecturer at the SWRMC\* and with visiting lectureships at the universities of Bath, Bristol, Oran (Algeria) and the NIHE Limerick (Eire). (\* now the University of the South West)

Ian was a long time member (13 years) of the Faculty of the Chartered Institute of Marketing (CIM), its Training Arm, and also Frost & Sullivan both in Europe and SEA.

For Several years Ian was the initial speaker on the FCO Management Training Programme for those who are due to take post as UK Commercial Attachés in U.K. Embassies overseas.

Until recently he was a member of the IBM International Business School. Currently he is part of the faculties of STm, the Management Centre Europe (MCE) in Brussels, and the Singapore Institute of Management (International). He recently worked world wide for Nokia Networks, GlaxoSmithKline Virology and Orange Telecoms, he is currently working for Texas Instruments, Securitas, Amadeus, Alfa Laval and Chevron Oil. For these and several other bodies, Ian runs open and 'Client Specific' courses.

Ian has specialised in the High Tech. and Financial Service Industries and has carried out much in-house work, at home and abroad, for a wide range of firms providing such products and services. All of which experience has gone into his three books entitled "*Mastering Marketing*", 2<sup>nd</sup> edition, published June 2006 and "*Marketing your Service Business*" Jan 2006. His most recent "*Practical Pricing for Results*" was published end 2007 and is selling a storm.

Before taking up founding Directorships in several very successful companies, MSS Market Research Ltd. And Mercator Ltd (MR Software), Ian worked as an independent, free-lance consultant, being involved in consumer, industrial, Government policy and tourism projects, often acting in the dual capacity of Consultant/Project Leader.

In early 1983, Ian set up his own independent Consultancy, now operating as "*Ruskin Brown Associates*", for training in Marketing and Sales Skills and for the provision of Marketing Research Services.

This activity continually brings him into contact with a wide range of marketing situations at home and abroad.

Local booksellers in SEA tell me this is their fastest selling Marketing book.

It is also used on the Diploma of the Institute of 'Chartered Managers' and on their world wide Mini MBA.

And NOW a translation into Chinese!



A unique book which Deals with that part of most economies which contributes c.70%+ of GDP The Service Sector Is critical to include When adding Value to Value Based Pricing. Now being Translated into Arabic !!!



A practical approach to understanding Pricing Decisions, Pricing Strategies AND Pricing Tactics

# A few comments in unsolicited letters re courses run by Ian Ruskin Brown

**"This is one of the most informative marketing education classes I have attended ever" - Naohiro Tsuruta, Senior Marketing Analyst, IBM Japan Ltd.**

**"Certainly I learnt a great deal about Marketing a Service" - Mary-Louise Angoujard - Director IMAGE - Matters**

**"The course was very useful for me and my organisations"  
Dr. Mohsina Bilgrami, Director, Marie Stopes Society, Pakistan**

**"Thank you for a copy of the Thomas Cook Training Notes, I must say how impressive they appear. The coverage of a complicated subject matter is clear and comprehensive. You have put a lot of effort into this project .. I would like to say a formal thank you".  
Catherine Healy, Training Advisor, Chartered Institute of Marketing**

**"I very much enjoyed the course and found it extremely useful" Julia Taylor, Linklaters & Paines of London.**

**"..thank you for making the course an enjoyable experience" Chris Powel, President, Royal Mail, US Inc.**

**"I talked to the members of my sales operation and they were all unanimous in their praise of your professional approach .... Above all else they had fun during your course" Steven Brierly, Sales Manager, Ilford Anitec UK**

**"Dear all, after a week of hard studying at the CIM, I hope you have not forgotten all the good advice that Ian gave us; .....Ian, thanks for your help" - Stephane Clerjaud, ICL Sorbus, Paris**

**"I find it hard to believe that so much information was covered so successfully in such a small space of time. The week was very useful indeed and I am looking forward to putting some of it into practice!" - Nick Bozzini, Assistant Manager, Business Development, Lloyds Bank Offshore.**

**"We would like to thank you for the effort and enthusiasm you put into the week you made it a most enjoyable and unforgettable experience. Thanks for everything you did for us - hope to see you soon" - Tessa Armstrong & Chris McCory, The Office of HMG Paymaster General**

**"re' Marketing Planning for your retail Business' - many delegates relayed how impressed they were by your delivery and conduct of the session. You really know how to enthuse delegates...". Gail Trainer, Regions and Branch Co-Ordinator, British Hardware Federation.**

**"The delegates on CBA1 really appreciated Ian's grasp of International Affairs and his ability to share his knowledge in such an entertaining manner. His presentation was extremely stimulating and scored top marks".  
Ms. Nadine Mazerounian, Post Office**

**"I found the seminar very stimulating. I would be pleased to recommend your seminar to any organisation". Colin Barrett - CCTA H.M.G. Centre for Information Systems**

**"John Clark felt he benefited greatly from the course, this was mainly due to the professionalism of Mr Ian Ruskin Brown".  
Shân Hughes, Group Training Manager, NWS Bank Plc.**

**..Once again thanks for the very interesting and useful marketing training It certainly was one of the the best Nokia courses I've done during my 2.5 years with the firm I'll warmly recommend it to my colleagues : Tuomas Holsa - Marketing Manager Marketing Support, Engineering Services**

**"Ian is an excellent Instructor - his class management skills, academic knowledge on the subject of services, and business consultancy experience, add great value to the subject...".  
Ms Diane McKenney, Manager Marketing Programs, IBM Austin - Texas, U.S.A.**

**"I want to thank you for a useful Practical, but above all else, a fun week. Thank you for an excellent course". Yvonne Ridge, Tradstat Product Manager, Knight-Ridder.**



Courses Competent to Run	Relevant Qualifications	Notable Past client for these courses  Other than open courses, i.e. Client Specific, Other Training Organisations or Private
<p><b>Profitable Pricing Skills and Practice</b></p> <p><b>Strategic Pricing</b> <i>for those at Board Level,</i></p> <p><b>Or: Strategic/Tactical Pricing and Profit Management</b> <i>TG. = Middle Managers</i></p> <p><b>Tactical Pricing skills for the Sales Managers and their Teams.</b> <i>These can appear under several Titles depending on the 'Slant!</i></p> <p><b>Value Based Pricing</b> <i>for Sales Directors &amp; Sales Manager &amp; Major Account managers</i></p> <p><b>Price Negotiation Skills etc.</b> <i>This is run in conjunction with the above</i></p>	<p>As above</p> <p>Considerable training and Consultancy experience</p> <p>My latest book:- “Practical Pricing for Results” published Dec 2007, more than 1,800 now sold w’wide.</p> <p>Much experience in running my own Sales Teams, and my own MR Company 1978 – 1993.</p>	<p>Currently running a ww programme for Caltex Oil SEPAC, formerly: CIM open course;</p> <p>Now as a Public Open course vis MCE Management Centre Europe based in Brussels &amp; Philips world Wide</p> <p>Private clients consist of Kodak Health Imaging, IBM (Internal); MBA (Open) Ericsson Mobile Telephones; Rail Europe; SNFC (French Railways); The Dubai Quality Group; Oxford Instruments, VipNet (Croatia Telecomm) IIRme, Philips International, etc. These Pricing courses have been provided world wide via Management Centre Europe, Frost &amp; Sullivan Ltd. And in SEA via Singapore Institute of Management International, PKMH Training Resources group Kuala Lumpur, Ingenium Thailand and Octara of Pakistan.</p> <p>MCE, CIM, MBA</p> <p>Private Clients + Biffa Waste Managent, KHI Kenya, Barclays Bank Africa Ltd. ChevriionTexaco South Africa, Mashreq Bank Dubai etc. etc. .</p>

Courses Competent to Run	Relevant Qualifications	Notable Past client for these courses  Other than open courses, I.e. Client Specific, Other Training Organisations or Private
<p><b>Key /Major Accounts Management Part One</b> <b>Gaining the Account</b></p> <p><b>Key /Major Account Management Part Two</b> <b>“Featuring RES-SPIN®-Bud”</b> <b>The Arts of persuasion.</b></p> <p><b>Key/ Major Accounts Management Part Three</b> <b>Retaining the Account</b> <b>AKA ‘Making KAM Happen’</b></p>	<p>As above + 5 years experience in Key Account Management. Kimberly Clarke and Goodyear Tyres.</p> <p>PLUS 13 years running my own Marketing Research Consultancy <i>Marketing Decisions International Ltd</i></p>	<p>Learning Tree International Courage (the Brewers) Simsci International (Oil industry) Hitachi International Vendapac (part of Mars Group) Nokia Telecommunications International etc. (now Nokia Networks) Marcus Bohn Associates Ltd. Mashreq Bank Dubai, Qatar Banking Training Institute. PKMH KL, ‘Time Dot Com’ = Malaysia Telecoms.</p>
<p><b>The Basics of (Sales) Communication</b></p> <p><b>Basic Marketing Communications</b></p> <p><b>Basic Export Marketing and Export Market Research</b></p>	<p><b>NB. Res-Spin®-Bud is our own training technique</b> and its stands for the amalgam of skills required by Key Account Managers – namely, ‘Research’, SPIN® Plus the ‘Buddy System’ of sales Quality Control. Although Huthwait have registered the idea they have also published (via Neil Rackhan’s book) and the SPIN technique is now in the Public sector.</p> <p>Training as Trainer with J. Lyons, Esso, Trebor Sharps etc.</p> <p>Much experience + Media Research a Plenty</p> <p>Mcs. + 25 years experience</p>	<p>Biffa, Powell Duffryn Sales Teams.</p> <p>CIM Direct and as Guest Speaker on several courses for other clients, inc. Norman Hart Associates, British Hardware Association et al.</p> <p>For 3 years was Initiator and Principle Marketing Trainer with the F.C.O. training diplomats in Export Marketing &amp; Research prior to their taking post as Commercial Officers in British Legions / Embassies Overseas.</p>

Courses Competent to Run	Relevant Qualifications	Notable Past client for these courses  Other than open courses, I.e. Client Specific, Other Training Organisations or Private
<p>Basics / Principles of Marketing</p> <p>Including open course “Mastering Marketing”</p> <p><b>Marketing a Service</b></p> <p><b>Marketing a Financial Service</b></p> <p><b>Advanced Service Marketing</b></p> <p><b>Marketing Professional Advice</b></p> <p><b>Profitable Product Management for Business to Business in both the Goods and the Service industries</b></p>	<ul style="list-style-type: none"> <li>▪ Msc. Bath / Cranfield <i>MBA Based with Industrial Marketing Specialism</i></li> <li>▪ PG/PE Advanced Diploma in Marketing* - S.W.R.M.C. <i>(*with distinction)</i></li> <li>▪ CIM Marketing Diploma</li> <li>▪ Diploma M.R.S. <i>i.e. Market Research Society</i></li> <li>▪ Plus 6 years as a Senior Lecturer S.W.R.M.C. Universities of Bath &amp; Oran N.I.H.I. Limerick</li> </ul> <p><b>My Book :- Marketing Your Service Business Published end 2006 pertains to all these variants</b></p> <p>As above</p> <p><b>My Book “Mastering Marketing” now in its second edition.</b></p>	<p>Electricity Association and some Electricity Generating Boards, Unysis, AB Electronics, Elgar Industries, System 4 Security, Biffa Waste Disposal, Rank Xerox Systems &amp; Operations, ColourCare (part LIG), Johnson Matthey, IBM International Business School.</p> <p>In addition to 13 years CIM open courses where it was in the top three earners. Clients ranged from International Airlines, via major Pharmaceutical Companies, to the Post Offices of UK, Jersey &amp; Guernsey. IBM International Business School and ICL Learning Centre, Beaumont, Windsor. As above, includes Northern Bank, Bank of Ireland, GyroBank, MashreqBank Dubai, Norwich Union, Abbey National, and many more.</p> <p>United Bank of Kuwait, Spicer &amp; Pegler, Small Back Room + The Meat &amp; Livestock Commission, Grampian Pharmaceuticals, Norwich Union, Rank Xerox RSO, Hazleton Laboratories Cambridge University Press E.L.T.</p>

Courses Competent to Run	Relevant Qualifications	Notable Past client for these courses  Other than open courses, I.e. Client Specific, Other Training Organisations or Private
<p><b>Marketing Planning</b></p> <p>More than just a detailed Marketing Audit Marketing Planning includes distinct Stages for:</p> <ul style="list-style-type: none"> <li>▪ The Analysis - Marketing Audit</li> <li>▪ The Prognosis - Forecasting</li> <li>▪ Synthesis - Creating the strategy &amp; The Operational / action Plans and Programmes</li> <li>▪ Operations</li> <li>▪ Feedback and Review Including M.I.S. &amp; M.R.</li> </ul> <p><b>New Product Development Innovation and idea creation</b></p> <p><b>Market Research (Consumer)</b></p> <p><b>Market Research ('Business to Business') (was called industrial)</b></p> <p><b>Qualitative Research Techniques (I.e. Focus Group Discussions etc.)</b></p>	<p>As above</p> <p>Plus 6 years as a Senior Lecturer S.W.R.M.C. Universities of Bath &amp; Oran N.I.H.E. Limerick</p> <p><b>My Book "Mastering Marketing" now in its second edition, Pertains here.</b></p> <p>As above...</p> <p>Qualified as a Diplomate of the MRS 1975, Full Member since February 1991, run own Research Consultancy</p> <p>As above plus long time member Industrial Marketing Research Association (IMRA) &amp; Founding Member Business Industry Group of the MRS.</p> <p>As above plus member Association of Qualitative Research Practitioners (AQRP)</p>	<p>Bank of Ireland, Grampian Pharmaceuticals, Wace industries (World's largest printing coy) Aircrew Howden, Powell Duffryn, Cambridge University Press E.L.T., Rank Xerox Tech. Centre – Welwyn Garden City, IBM International Business School.</p> <p>Visa International, United Bank of Kuwait, Bank of Ireland</p> <p>ColourCare, several Electricity Boards, British Cellophane etc. plus over 250 Clients for research in the last 16 years of Practice.</p> <p>Amadeus Spain HQ, Aer Lingus, The Brazilian Embassy London, The Glynwed Group, Slumberger, IMI Ltd., Wimpey Electronics, Canadian Alcan, Saunders Valves, etc. Several open courses for IMRA before it was subsumed into the BIG group of the MRS.</p> <p>Stanley Tools, Numerous Advertising agencies training their Account Planners, The M.R. Team and the Training Department of Aer Lingus, and most recently some of the marketing personnel of London Underground Central Line Major Projects Team.</p>



Courses Competent to Run	Relevant Qualifications	Notable Past client for these courses  Other than open courses, I.e. Client Specific, Other Training Organisations or Private
<p><b>Customer Service</b></p> <p><b>&amp;</b></p> <p><b>Beyond Extraordinary Customer Service</b></p> <p><b>Managing Customer Service</b></p> <p><b>Time Management</b></p> <p><b>The “In-search of Excellence” Tom Peter’s Seminar</b></p> <p><b>Principles of Selling</b></p> <p><b>Basic Selling Techniques</b></p> <p><b>The Principles of Sales Management</b></p> <p><b>The Basics of Communication</b></p>	<p>Research, experience and much training, being one of the first into this field 1981.</p> <p>As above.</p> <p>Considerable training and experience</p> <p>Approved by the Tom Peter’s Skunk-Works organisation, USA.</p> <p>Field Trainer, then regional and divisional trainers with J. Lyons &amp; Co., Kimberly Clark, Manager I.c. Training Esso Motoring Division, as well as Sales Management Posts with these firms:</p> <p>Also experience of training the Trainer</p> <p>Training as Trainer with J. Lyons, Esso, Trebor Sharps etc.</p>	<p>Career Track International, Boulder Colorado, Designed the Customer Care Training Programme for Abbey National “You Make The Difference”, Meat and Livestock Commission major internal programme for all Livestock Officers 1991. 1994 to end 1996 for Career Track International of Boulder Colorado, USA.</p> <p>Management Teams, Meat and Livestock Commission, Jersey &amp; Guernsey Post Offices. Electricity Association</p> <p>Career Track International, The British Hardware Federation and numerous private clients</p> <p>Career Track International and various Government Departments.</p> <p>Biffa, Powell Duffryn, Meat and Livestock Commission, Rank Xerox RSO. Welcome Foundation, Trebor Sharps, Electricity Association competition judge.</p> <p>Biffa, Powell Duffryn Sales Teams.</p>

# Curriculum Vitae

Born on the 5<sup>th</sup> November 1940 in Ruskin College Oxford, Ian was Initially educated in the U.K. and then South Africa up to the age of 10 years, when Ian returned to the U.K. for his secondary education at the Technical School<sup>[1]</sup> in Bath.

Ian Gained 8<sup>[2]</sup> 'O' Levels with 'A' grades in nearly all of them.

Two years later he gained three 'A' Level topics<sup>[3]</sup>.

At the age of 19 years Ian volunteered to do his National Service in Her Majesty's Royal Marines<sup>[4]</sup>

He liked the life so much he signed on and did nine years, seeing Active Service in East Africa and the Yemen.

Ian gained H.M. Commission and flew combat helicopters until he left at the end of his service.

As a civilian, in his late 20's he rose, via several employers<sup>[5]</sup> from salesman through Area Manager and then Regional Manager to eventually become a Divisional Director.

In the middle of 1973 he suffered a severe motor accident which took him off of the career ladder for some three years.

However during this time he obtained an Msc / MBA at the combined Business Schools of Cranfield and Bath Universities.

At the conclusion of these three years Ian joined the South West Regional Management Centre<sup>[6]</sup> where, before he left in 1985, he became a senior lecturer, teaching at Bristol SWRMC, the universities of Bath, NIHE Limerick Ireland, and the University of Oran Algeria, with an occasional Visiting Lecture at London Business School.

Whilst this was going on, Ian started his Marketing Research / Consultancy business specialising in 'Business to Business' Marketing (the topic of his Msc.). Soon after he started his consultancy he was invited to join the 'Faculty' of the Institute of Marketing's training arm (later Chartered as the CIM) – which became a great way to obtain clients for the Research Business. The rest is History, and is covered in page two of this document.

[1] A Grammar School established especially for the very numerate – established by the then Labour Government, in the 1950's they were to produce the U.K.'s Corps of Engineers.

[2] Mathematics, Physics, Geography, History, General Science, Engineering Drawing, Art, English Language.

[3] Physics, Applied Mathematics, Engineering Drawing.

[4] (3 years service instead of the standard 2 years – but in return we were guaranteed to serve overseas, and learn such skills as skiing, Sailing, Shallow Water diving – now called SCUBA)

[5] J. Lyons, Kimberly Clark (Kleenex), Esso Petroleum, Goodyear Tyres then Trebor Sharps' Distributors the Moffat Group.

[6] SWRMC was the Business school of the University of Bristol