

BUSINESS DEVELOPMENT & MARKETING

Alan Rajah assembles dynamic new BDM team

Back in September of this year Lawrence Grant Partner, Alan Rajah, was nominated (then elected) to become Global Chairperson of the Business Development & Marketing (BDM) Practice Group. An honour he was both surprised and delighted to accept.

Alan very quickly assembled a team of technical experts, across a number of fields, who are very active in the International market place, and are best placed to address any international challenges members of the BDM Practice Group are currently facing, or likely to face as their firm grows.

The issue the group tackled in its inaugural workshop in Boston, MA, was: Does your firm have the systems to build a successful and sustainable practice that will generate additional fees and increase your bottom line?

The benefits this Practice Group meeting has offered include:

- Numerous possibilities to assist participants' clients around the world to add value to their business and generate new business opportunities.
- Offering concise advice, insights and practical assistance.
- How to implement a firm-wide strategic plan and how to tackle the chal-

lenges "head on" in undertaking this exercise.

- How a powerful marketing strategy will enable conversion of 'prospects' to clients.
- Provide a clear direction and strategy, you will be keen to implement.
- How to retain the most important and vital elements of your business - staff and partners - and how to align them to your business goals.

- Implement these key actions, resulting in greater success for you and your firm.
- Strengthening of business relationships by building personal relationships, e.g. through GGI conferences.

The next Practice Group meeting will be held on 4 December during the Asia-Pacific Regional Conference in Hong Kong.

NEW BDM PRACTICE GROUP TEAM

GLOBAL



Alan Rajah
Lawrence Grant
Global
Chairperson



Jim Ries
Offit Kurman
Global Vice
Chairperson

LATIN AMERICA



Luis Alberto Buss Wulff
Banco Fiscal do Brasil
Chairperson

NORTH AMERICA



Bhavik Patel
Sandberg
Phoenix
Chairperson



John Freeman
Tonneson & Co
Vice
Chairperson

EUROPE



Dr. Federico Rossi
Studio Sistini
Chairperson



Marianne Rosolen
DGST
Vice
Chairperson

ASIA PACIFIC



KC Chia
KC Chia Noor
Chairperson



William Wong
Horizon Group
Vice
Chairperson



Judah Hirsch
Triple I
Consulting
Vice
Chairperson

MIDDLE-EAST/AFRICA



Clive Noland
Nolands SA
Chairperson

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