



TRAINER PROFILE

Benjamin Davidson

B.A. Hons. (Accounting) London
M.B.A. (Marketing) Warwick
MCIM, ABIM, CMHKMA

Benjamin does professional consulting work in the frontline revenue areas of Strategy, Marketing, Sales and Customer Service, primarily via the learning avenues of development training and executive coaching.

His career has included senior positions with managerial responsibilities in both private and public-listed companies in a range of industries in Malaysia, Singapore and Hong Kong. His range of experience includes developing export markets and networks of overseas distributors for local companies in Europe, Australia and the Far East. He was also a Corporate Planner with responsibilities which included formulating expansion and rationalising plans for companies within a group which was public-listed in Kuala Lumpur, Singapore and London, and was in the business of supplying building materials, consumer goods and motor car distribution. His career further progressed into the international scene when he joined a Hong Kong-based public-listed company as an Advisor on special projects. The company was in the business of property development, private club management, supermarket, restaurant and department store chains in Asia and North America. He was also responsible for several high-profile acquisitions for another leading public-listed company in Hong Kong and London. He was then the company's sole mergers and acquisitions specialist with geographical responsibility over Asia, Australia and North America.

Benjamin has been a Corporate Consultant for the past fourteen years. He has had the privilege of working on assignments with some of the world's largest organisations. His assignments have taken him to countries as far east as The People's Republic of China and as far west as India, and virtually every country in between.

He brings with him a wealth of experience, not just as a Corporate Consultant, but also from the corporate worlds of some of the most dynamic countries in Asia. Further to his extensive experience in the consultancy profession, Benjamin had set up, built and managed an accredited institution of higher learning, as both a founder Director and Chief Executive Officer.

Benjamin holds a Bachelor of Arts (Honours) Degree in Accounting and a Master of Business Administration Degree, specializing in Marketing, both degrees of which were obtained in the United Kingdom. He is currently completing his Doctor of Business Administration Degree (D.B.A.) with the University of Newcastle, Australia, where his research focus is on the disparity of entrepreneurial development between two Asian Tiger nations.

He has further contributed to the international academic arena with groundbreaking academic papers centering on corporate strategy, particularly his development of the Incremental SWOT tool. He continues to contribute to this avenue with current projects centering on Asian Service Branding Practices. Between the years of 1991 and 1994, Sin Chew Jit Poh created a special column on Marketing for him for which he was its weekly contributor.



He continues to work with large multinational companies throughout the region. He has and is currently personally consulting with and training the following clients:

Real Estate Industry:

Ascendas, Metro Kajang, SemCorp Parks Management, Sime UEP.

Transportation Industry:

Hanjin Shipping, Mediterranean Shipping, Maersk, M.I.S.C., Singapore East Port

Financial Industry:

Affin Bank, Alliance Finance, American Express, MUI Continental Insurance, SCOR Pacific

Communications Industry:

Klotz Digital Asia, Kodak, Sapura Telecom, Time Telekom

Petroleum Industry:

British Petroleum, Castrol, Connell Bros. Ltd.

Manufacturing & Trading Industries:

Ace Canning, Adabi, B.A.S.F., Bolton Group, Boustead Sissons Paints, Cathay Motors, Champion Photochemistry, CSR Building Materials, Denso, Dutch Lady Milk Industries, Energizer, Ginvera Marketing, Goodyear, Intrapac Trading, JAC (now Avery-Dennison), Jebsen & Jessen, John Master, Kanzen Tetsu, Kara Marketing, Malayawata Steel, Muda Holdings, Paperboard (A Carter Holt Harvey Business), UMW Toyota, Yeo Hiap Seng

Info Tech Industry:

Canon, Hewlett-Packard, Infinite Quest, Microsoft

Retail:

Bakers Cottage, Bally Boutiques, CCK Freshmart, Christian Dior, Cool Kids, Haagen-Dazs, Levi Strauss, SONY

Hotel Industry:

Four Seasons Regent Hotel, Holiday Inn Group, Quality Hotel Group, Shangri-La Hotel Group

Publishing Industry:

Addison-Wesley Publishers, The Financial Times

Pharmaceutical Industry:

Akzo Nobel (Organon Pharma), Aventis Farma, Bristol-Myers Squibb, Mead Johnson, Merck, Nutritionals, Novartis, Novo Nordisk

Conglomerates:

DKSH, Inchcape, Sime Darby Group, Reliance Travel & Tours, SAMP S.p.A., SONY

Services Ind. (Others):

Alam Sekitar, ASTRO, Malaysian Heart Institute, MHE-Demag, Polytronics, SIRIM.