



Building business relationships

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## John Parker Profile



John has a Diploma in Management Studies from Westminster University and is a CA-AM qualified member of the Association of Strategic Alliance Professionals (ASAP) and a Member of the Institute of Management Consultants. In 2008 he was appointed to the Global Standards Board and Certification Committee of ASAP.

He has been in business since 1966 and regularly involved in the world of partnering and alliances since 1973. He worked for 8 years in manufacturing, consumer goods marketing and the motor industry before joining ICL (now Fujitsu Services) in 1974 where he was major account manager for Hawker Siddeley Group, and then Bass.

During his time with ICL John was also involved with launching a number of new products and innovative technologies and in designing and implementing a retraining programme for the manufacturing industry sales force. His final appointment was to manage the Senior Executive Programme for Government and Major Corporations to strengthen relationships between ICL and customers at board level and public sector equivalents, participating in over 50 strategy workshops.

Since 1994 he has been a freelance consultant working with a wide variety of companies and specialist consultancies. He became an Associate of PSL in 2006 and holds similar posts with Phoenix Consulting Group in California and Channel Dynamics Ltd in UK working to develop corporate and individual competence in alliance management.

He has also been an active investor in start-up E-Learning businesses and is a Director and Founder of Parataxis Limited which provides business development consultancy to the E-Learning community.

### Specialist Skills:

- Business Strategy & Culture Change
- Corporate Partnering & Global Alliances
- Marketing & Alliance Best Practice
- Management Development & E-Learning
- Workshop Facilitator & Coach

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