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Bio
Ian is Vice-President, Brand & Communications EMEA for Unisys Corporation. Ian was formerly Director, Global Brand Management for Hewlett-Packard Company in Palo Alto, USA and a graduate of IMD in Lausanne. He has held senior marketing roles in several major technology companies and has provided independent brand strategy advice to many other companies inside and outside the technology industry. International speaker across 4 continents, chairman, author and lecturer on the subjects of brand strategy, reputation and customer management, and a Fellow of the Chartered Institute of Marketing, Ian has pioneered some breakthrough thinking in marketing and the role of such current 'buzz' topics as CRM, CSR and Knowledge Management. Ian is a subject specialist reviewer for Harvard Business School Press, sits on the Advisory Board of Reading University and the Board of the US Brand Masters programme, the UK Board of The Journal of Brand Management and is a non-executive adviser to the British Olympic Association. He is a Fellow of the RSA, Chairman of the Technology Industry Business Leaders Group for The Marketing Society and Chairman of the Conference Board's European Council on Customer Strategy.

Author, co-author and contributor to many books and published works, his latest co-authored book released by Kogan Page in Oct 2003 is “Beyond Branding”.

Selected publications

Selection of Papers/Articles (to Oct 2003)– Ian Ryder

“Beyond Branding” – co-authored Book published by Kogan Page October 2003

Journal of Brand Management – May 2002 Editorial

“The Committed Enterprise” – March 2002 Book by Prof Hugh Davidson Butterworth Heinman : Interview and general contribution

Media Marketing Europe – Aug 2001 Article

“Right Side Up” – April 2001 Book by Alan Mitchell FT Pitman Interview and general contribution

Knowledge Management Review – Jan/Feb 2001 Vol3 Issue 6 Personal Profile

“Creating a Company for Customers” – Book: Jan 2001 FT Pitman 0273 642499 Interview and general contribution

Journal of Brand Management – Sept 2000 Vol 8 No 1 Paper : “Futurology of Brand Management”

Strategic Communications Management – Oct/Nov 2000 Article: “ Understanding Intellectual Asset Management”

Journal of Brand Management – Dec 1999 Vol7 No 2 Millenium Editorial

Journal of Integrated Communications – NW University Illinois – May 1999 Paper: Sustaining Competitive Advantage”

Total Communications Measurement (USA) – Mar 1999 Article: “ Measuring Moments of Truth at Hewlett-Packard”

Strategic Communications Management – Mar 1998 Issue 8 Article: “Moment of Truth Management”

Journal of Brand Management – Jan 1998 Vol 5 No 3 Paper: “Creating Value Through the Supply Chain as an Organisation Brand”

“Competing on Value” – Book: Knox & Maklan 1998 FT Pitman Co-developed the core thesis of the book and co-owner of the registered trade mark for “Unique Organisation Value Proposition”. Wrote the Foreword.

“Marketing Strategies for IT” – Book: 1996 Co-author

Conferences: Chaired and spoken at many all around the world

Will travel for speaking engagement? Yes

Areas of specialization for expert sourcing

Anthropology and brand management

Customer Management

Brand strategy development

Speech topics/presentations

Humanity-based Brand Strategies

Almost all CEO’s are looking for a strategy to deliver long-term sustainable, profitable growth from a company with happy employees and partners and loyal customers – what are the options? Why does “brand” sit at the heart of successful business strategy?

Customer Management – it’s not Optional!

What are the key drivers of customer behaviour? How can you make that work for you? Do truly understand how your organisation delivers all those promises made by the myriad of links in your supply and delivery chains?

Building & Sustaining Internal Branding

Making the link between brand and business strategy to encourage long-term employee engagement. What are the key drivers and how do you execute a successful programme?