



# J. Michael Marks

*Experience-driven professional from the world of distribution and manufacturing offers real solutions for today's challenges*

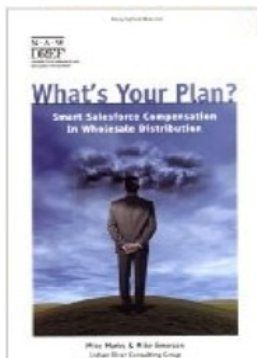
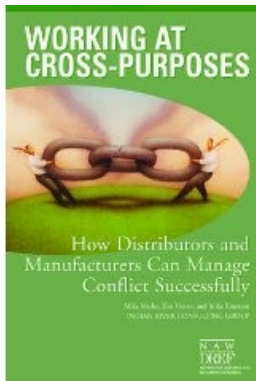
## What Mike's Audiences Say:

"You took a serious, dry topic and made it fun and interesting."

"Mike really knows his stuff!"

"Marks has in-the-trenches experience and the ability to keep his program participants in engaged—it's a winning combination!"

"Mike consistently delivers eye-opening messages and concrete ideas to help me deal with the day-to-day challenges my company faces."



Mike Marks is a dynamic speaker, popular business author, and successful consultant. After two decades in distribution management, Mike co-founded Indian River Consulting Group. During his 22 years as principal of that thriving consultancy, he has developed an outstanding reputation as an authority on one- and two-step distribution channel strategies, supply chain management, sales force issues, and the practical application of real world technology. Not only is Mike often quoted in industry publications, but he frequently serves as an arbitrator and expert witness. He also serves as board member for several public and private distribution firms.

Mike's dynamic programs are delivered with his signature style—high energy and quick wit. Every audience receives a customized program, designed with their industry in mind. The insights and solutions offered by Mike are based on his first hand successes from his involvement in turnarounds, mergers, reorganizations, board develop, strategic planning, compensation design, business alliances, electronic commerce, and the management of sales and distribution processes.

The Distribution Research and Education Foundation (DREF) of the National Association of Wholesaler-Distributors (NAW) named Mike its second Research Fellow on 2001; he is currently in his second term in that position. The Fellows program recognizes individuals who have made, and continue to make, significant intellectual contributions to the field of wholesale distribution. Mike is co-author of the Foundation's books, *What's Your Plan?—Smart Salesforce Compensation in Wholesale Distribution* and *Working at Cross-Purposes: How Distributors and Manufacturers Can Manage Conflict Successfully*. He also developed its audio-CD series "Profiles in Wholesale Distribution Leadership."

Before forming his consulting firm, Mike held the position of Executive Vice President at Lex Electronics, an \$800 million vertically integrated electronics distributor in Stamford, Connecticut. Prior to that, he was Director of Corporate Training and Development at Ducommon Inc. (Los Angeles), a \$400 million industrial distribution company, and earlier a manufacturer's representative in the automotive aftermarket.

Some of Mike's most popular programs include:

- ◆ Working at Cross-Purposes: Managing the Distributor-Manufacturer Relationship
- ◆ Market-Driven Strategy: Practical Solutions for Today's Distribution Challenges
- ◆ Creating Competitive Advantage through Supply Chain Management
- ◆ Marketing as a Discipline
- ◆ Sales Management for the Times
- ◆ The Win-Win Fantasy: The Fundamentals of Distributor-Manufacturer Business Models
- ◆ Turning Urgency into Action: A Down Market Survival Guide
- ◆ Managing Across the Economic Cycle
- ◆ The Myths & Realities of Knowledge Management
- ◆ Hey, CFO, "What Wrong with Sales Incentives?"



**ESPARZA SPEAKERS**

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