

MICHAEL MORRIS

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EXPERIENCE

Managing partner of TheMarketingPartnership.

Working out of all the 28 depots coordinating retail and head office planning in all the Express stores expansion programme.

- Seven veterans of marketing, research, sales and retailing whose careers span Cadbury Schweppes, Tesco, Unilever, Johnson & Johnson, Proctor & Gamble, Heineken, Pepsi, Coca-Cola.
- TMP combines consulting across the marketing and sales spectrum with individual executive and team coaching.

Founder and also Facilitator of TheMindExchange.

A private group of over a hundred heads of regional and country consumer businesses in Asia to exchanging views and sharing insights on a range of issues impacting business in an atmosphere of trust and comfort.

- This 'closed door' forum meets regularly in Singapore, Kuala Lumpur, Bangkok, Jakarta, Saigon, and Shanghai.

Embarked on Asia's Consumer Challenge.

Was sponsored by some twenty MNC's, back in the early '90s.

- This twelve-country study identified and analysed the fundamental forces of change - urbanisation, media, retailing, demography, incomes, values, and lifestyles - and assessed their impact on the region's distribution and consumer map.
- Michael can justly lay claim to being Asia's leading independent consultant specialising in consumer markets.