

THE NEW NORMAL: Positioning Your EMEA Organization for Long Term Growth

Barcelona Senior Executive Roundtable
Hosted by the Council on Emerging Markets

Event Attendees
October 5th – 6th, 2010



COUNCIL ON EMERGING MARKETS ATTENDEES

EXPERT ADVISORY NETWORK
Ambassador Cem Duna

EXPERT ADVISORY NETWORK
Arezki Daoud

AVNET, INC.
Dick Borsboom

BRUNSWICK CORPORATION
John Pfeifer

DELL, INC.
Steve Burr

DELL SERVICES
Daniel Smith

EATON CORPORATION
Craig McDonnell

EISAI COMPANY, LTD.
Giovanni Stropoli

MONSANTO COMPANY
Juan Ferreira

NOVARTIS INTERNATIONAL AG
Bernhard Putz

NUTRECO HOLDING N.V.
Karin Jenniskens

NUTRECO HOLDING N.V.
Jan Smulders

VESTAS WIND SYSTEMS A/S
Frank Gleiter

FRONTIER STRATEGY GROUP ATTENDEES

Anil Prahlad

Matthew Lasov

Sofia Leon

Jennifer DiCosmo

Joy Wiersum



EXPERT ADVISORY NETWORK

Ambassador Cem Duna

Keynote Speaker

Cem Duna, was previously Ambassador and Permanent Delegate of Turkey to the European Union between 1991 and 1995. During this period he led the negotiations for the formation of the Customs Union prior to EU. Mr. Duna was the Ambassador and Permanent Delegate of Turkey to the United Nations Offices in Geneva and the Chief Negotiator in the GATT Uruguay Round Multilateral trade negotiations. He also spent three and half years as the late President Turgut Ozal's Foreign Policy Advisor between the years 1985 and 1988 when Mr. Ozal was the Prime Minister of Turkey. Mr. Duna is currently President of AB Consultancy and Investment Services, a leading Turkish consultancy.



EXPERT ADVISORY NETWORK

Arezki Daoud

Guest Speaker

Arezki Daoud is CEO and leading analyst for North African Affairs, a strategic advisory service that helps companies with critical issues relating to business in the North African region. He has served as editor of the North Africa Journal since 1996, a publication that reaches over 60,000 worldwide and discusses a large range of topics from energy and environment to political commentary. Mr. Daoud's analytical expertise on the region spans from the energy and industrial sectors to security and political affairs. Mr. Daoud professional experience includes Algeria's Naftal, a subsidiary of Sonatrach and time at IDG. He holds a bachelors degree from Suffolk University in economics and a masters degree from Institut Francais du Petrole in logistics.



AVNET, INC.

Dick Borsboom

Former President, EMEA,
Technology Solutions

Dick Borsboom is focused on expanding Avnet's presence in the Middle East and Africa. From April 2007 until July 2010, Mr. Borsboom was president of Avnet Technology Solutions EMEA. Previously, Mr. Borsboom was VP Finance, HR and IT for Flexsys, CFO for Bell Microproducts, CFO for VEBA Electronics, and head of internal audit of Raab Karcher in Germany. Dick has extensive experience in distribution, business development and M&A.



BRUNSWICK CORPORATION

John Pfeifer

President, Brunswick Marine in
EMEA and President, Brunswick
Global Structure

John Pfeifer is a Vice President and Officer of the Brunswick Corporation. He is currently serving as President of Brunswick Marine in EMEA as well as President of Brunswick Global Structure. Named to these operating positions in February 2008, Pfeifer is responsible for managing marine operations in addition to shared services for all of Brunswick's operations outside of the United States. He is based in Europe. Pfeifer most recently was President – Brunswick Asia/Pacific Group. Prior to joining Brunswick in 2006, Pfeifer most recently held executive positions with ITT Corporation and Milacron, Inc. Pfeifer earned both a Bachelor of Arts in economics and a Bachelor of Arts in Japanese language and culture at the University of Michigan.



DELL INC.

Steve Burr

Finance Director, Dell Northern
Europe

Biography not available.



DELL SERVICES

Daniel Smith

Managing Director, Business and Market Development, EMEA

Daniel Smith is the Managing Director of Business and Market Development for Dell Service's EMEA Leadership Team and is responsible for growth strategy, new market entry, and strategic sales across Europe and the Middle East. His principal area of expertise is emerging markets in the Gulf region. Mr. Smith has over 14 years' experience in the Information Technology industry and held leadership positions in Perot Systems' Corporate Strategy, Commercial Operations, Quality, and Internal IT groups prior to the company's acquisition by Dell in 2009. In 2007, Mr. Smith led Middle East market entry, which remains one of the fastest growing regions for the company. Before joining Perot Systems, Mr. Smith co-founded a digital marketing start-up firm, serving clients in education, telecommunications, and media. Originally from the United States, Mr. Smith resides in London. He is the member of a variety of education reform and international policy organisations. He holds a Bachelor of Arts degree from Texas A&M University, is a Marshall Memorial Fellow, and was recognized as a distinguished leader by the Brookings Institution's Council for the U.S.-Italy.



EATON CORPORATION

Craig McDonnell

Vice President Marketing, Electrical Sector Europe, Middle East and Africa Region

Craig McDonnell is Vice President of Marketing at Eaton Corporation, responsible for marketing in EMEA. This includes strategic marketing, marketing communication, segment marketing and key accounts, commercial marketing and business development. Previously, Mr. McDonnell was Director Marketing of European Operations as well as Segment Manager of European Operations. McDonnell joined Eaton in 1995, initially as Application Engineer in the Industrial Control Division, responsible for engineering on key accounts. From 1999, he was Development Manager Systems in ICD, responsible for the development of the US Motor Control Centers. Mr. McDonnell earned a bachelors degree in electrical engineering from the University of Witwatersrand, Johannesburg, South Africa, and a masters degree in engineering from Oxford University, UK.



EISAI COMPANY, LTD.

Giovanni Stropoli

Senior Vice President, New Markets

Giovanni Stropoli is the Senior Vice President for New Markets at Eisai Company, Ltd. As a member of the Corporate Board, Mr. Stropoli is responsible for setting Eisai policy in emerging markets and is directly responsible for the expansion projects in Russia/CIS, Turkey/Middle East, and Africa. Previously, he was the Italy Country Manager for the same company. During his 22 years of experience in the pharmaceutical industry, he focused on Sales and Marketing roles in European, American and Japanese corporations before moving into General Management in 2003.



MONSANTO COMPANY

Juan Ferreira

Vice President, Europe, Middle East, and Africa

Juan Ferreira assumed the position of Vice President for Europe, Middle East & Africa in July 2008. Mr. Ferreira is accountable for driving the implementation of the growth plan in Eastern Europe and increasing the hectares planted with biotech crops. Previously, as Business Lead of Latin America South, he was responsible for leading the corporate business for Monsanto in Argentina, Uruguay, Paraguay, Chile and Bolivia. Since joining Monsanto in 1993 Mr. Ferreira's has lived in the US, Europe, Asia, Latin America in roles that included Corn Business Director, International Marketing Lead for the International Division, and Lead Marketing and Strategy. Mr. Ferreira holds a masters in Marketing as well as a bachelors in Economics from Los Andes University in Bogotá, Colombia, along with a masters in Business Administration from the Florida International University. He is an actively involved in the Young Presidents' Organization.



NOVARTIS INTERNATIONAL AG

Bernhard Putz

Head of Marketing, International and Head of Marketing, CEE

Bernhard Putz has served as the Head of Marketing, International and Head of Marketing, CEE at Novartis International since 2009. Previously, he was the Head of Marketing for North Europe and Central Eastern Europe. Mr. Putz joined Novartis Germany in 1996 as Product Manager, moved to headquarters in Basel, Switzerland and assumed the role of International Brand Manager in 1999. In 2001, Bernhard became the Head of Global Marketing Farm Animal Brands. From 2004 to 2007, he was Director of Marketing in the United States. Mr. Putz then served as the Head of CEE Operations in 2007 and 2008. Bernhard graduated with a PhD in Animal Science from Hohenheim University, Germany.



NUTRECO HOLDING N.V.

Karin Jenniskens

Central, Eastern Europe, and Asia Business Analyst, Trouw Nutrition

Karin Jenniskens is Business Analyst for Trouw Nutrition International's Central, Eastern Europe & Asia region. Previously, as Business Model Marketer, she was responsible for the coordination of commercial & technical trainings and creation of a unified marketing structure over regions. Ms. Jenniskens has a masters degree in Marketing Management from the University of Tilburg in The Netherlands where her research focused on Supplier-Buyer Relationships and Distributor Management. Prior to her graduate studies, Ms. Jenniskens spent time in Spain. Her marketing experience also includes time with Vos Logistics, and Hasbro, and Trouw Nutrition Hifeed.



NUTRECO HOLDING N.V.

Jan Smulders

Managing Director for Eastern Europe, and Asia, Trouw Nutrition Central

Jan Smulders is Managing Director of Central and Eastern Europe & Asia at Trouw Nutrition, a Nutreco company. Previously, Mr. Smulders was Nutreco's Managing Director for Petfood and he was the General Manager of Trouw Nutrition Nederland bv. Mr. Smulders has had experience at U.T. Delfia, a Unilever company where he was also General Manager of Hendrix for U.T. Delfia. Additionally, he has held positions as a board member in various committees in the animal nutrition sector and the Dutch Zoo Technical Association. Mr. Smulders received a masters degree in Zoötechnics at Wageningen University as well as a masters degree in Business Administration from Open University Heerle.



VESTAS WIND SYSTEMS A/S

Frank Gleiter

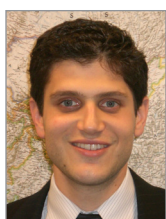
Manager Commercial Planning, Marketing & Customer Insight/ Vestas Central Europe

Frank Gleiter is Manager of Commercial Planning, Marketing & Customer Insight for Vestas Central Europe. Previously, Mr. Gleiter was at Baker & McKenzie as Global Manager of the Energy and Infrastructure Practice and Member of the Practice Global Steering Committee, across the UK and US. He has experience with the Boston Consulting Group in the Global Energy Practice as well. Mr. Gleiter received his masters in Business Administration with honours from the University of Chicago, Booth School of Business.

FRONTIER STRATEGY GROUP



Jennifer DiCosmo is a Program Director for the EMEA Region at Frontier Strategy Group. Jennifer recently joined FSG after completing her MBA at the University of South Carolina where she concentrated in International Business and was a MBA Marketing Associate at Merck Pharmaceuticals in Rome, Italy. Prior to receiving her masters, Jennifer worked in global account management at The Corporate Executive Board within the procurement, supply chain and real estate groups. Jennifer has also worked in international development in Tokyo and traveled extensively while growing up in Manila, Philippines.



Matthew Lasov is the Quantitative Analytics Practice Leader at Frontier Strategy Group. He focuses on macroeconomic and capital markets issues in emerging markets. Prior to joining FSG he advised institutional investors on global macroeconomics, capital markets, and real estate issues. Mr. Lasov graduated cum laude from McGill University with a bachelors degree in international relations.



Sofia Leon spearheads the Member Forums team at Frontier Strategy Group. In this capacity, she leads coordination of global Supper Clubs, Teleconferences, and Senior Executive Roundtables to leverage the power of the FSG network. Previously, she served as a Program Director for the Council on Emerging Markets membership across Latin America and Asia Pacific. Ms. Leon also has global experience in commercial microfinance from working at ACCION International. She has worked with the Clinton Global Initiative since 2006, focused on Poverty Alleviation. Ms. Leon holds a bachelors degree in political science from Stanford University and is fluent in Spanish, French, and English.



Anil Prahlad is Vice President and Head of Research at Frontier Strategy Group, encompassing Member Forums, Strategic Research, and Market Intelligence. Formerly at the Corporate Executive Board, Mr. Prahlad was Managing Director of Global Strategic Research. He authored over 25 major publications covering supply chain, corporate finance, accounting, and corporate strategy. Mr. Prahlad has a master of business administration from the Kellogg Graduate School of Business, a masters in engineering management from the McCormick School of Engineering at Northwestern University, and a bachelors degree from the India Institute of Technology.



Joy Wiersum is a Program Director with Frontier Strategy Group, joining FSG's Washington, DC-based team in 2008. Earlier this year, Joy relocated to London to support FSG's growing client-base focused on the EMEA region and emerging markets opportunities globally. Prior to joining FSG, Joy earned a Master of Arts in International Relations with a dual concentration in European Political Economy and International Economics from the Johns Hopkins University School of Advanced International Studies where she split her time between Bologna, Italy and Washington, DC. Joy has travelled extensively throughout the emerging markets, and worked as a business development consultant focused on sustainable, grassroots investment and partnerships with emerging markets entrepreneurs.