



## “Creating Competitive Advantage in the New Normal”: An Executive Summit led by Michael Marks

Wednesday March 3, 2010- Sandman Signature Hotel, Toronto



### Michael Marks

Mike Marks co-founded the Indian River Consulting Group in 1987, following more

than 20 years in distribution management. He has written extensively, and is frequently quoted on many industry issues.

Mike is recognized for his expertise in one- and two-step distribution channel strategies, supply chain management, and the practical application of real world technology. In addition to consulting, his experience includes sitting on the Boards of several public and private distribution firms, being an expert witness, and being an Arbitrator.

In over twenty years at Indian River, Mike Marks has led project teams that included Business Turnarounds, Mergers & Acquisitions, Compensation Design, Helping Manufacturers Redefine Channel Strategies, Succession and Board Structure, Reorganizations/Staffing, Electronic Commerce, Technology Design & Implementation and Warehouse Automation.

**Creating Competitive Advantage in the New Normal** is an executive workshop tailored for wholesale distribution executives and manufacturer executives who go to market through wholesaler-distributors. It is designed specifically for senior executives at the policy and strategy creation level.

Mike Marks and his team at the Indian River Consulting Group have published the results of a major research project titled “*Creating Shareholder Value in Wholesale Distribution*.” Findings explain why so many roll ups have failed and exposes some of the flaws in classic financial engineering that have been applied to wholesale distribution. Mike will walk participants through the “*Creating Shareholder Value*” model and share practical examples of both successes and failures. This will be focused on how wholesaler-distributors are successful, and manufacturer executives will learn why they do what they do and how to manage the economics more effectively.

The workshop will include a balance between presentation and small group discussions. Participants will receive a copy of the new book and all presentation materials and examples. The goal is for participants to clearly understand what a strategy actually is in distribution and work involved in creating one. Participants will get the facts they need to make informed decisions with respect to strategic planning in their own firm.

The workshop will also focus on defining the “new normal” for wholesaler distributors. From a strategy development perspective any work must start with an examination of the external environment. Even if an executive chooses not to make the significant commitment to become strategy-driven, they must still compete in a market that is undergoing many fundamental structural changes.

### Who Should Participate?

Senior Wholesale Distribution and Manufacturing Executives at the policy creation level.

### Registration Fee:

EFC/S&D/CIPH Members: \$499/person + applicable tax.

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