



LIW | Leadership, not just leaders

## Greg Horne

Managing Consultant

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Greg's unique blend of client, client service and consulting experience enables him to provide a valuable perspective of working for, and with, blue-chip product and service businesses / Fortune 500 companies. He has held senior international marketing, sales and client service roles with GlaxoSmithKline (International / European Sales Strategy Director), SmithKline Beecham, Sterling Winthrop, Benckiser (Marketing Director), Reckitt & Colman (now Reckitt Benckiser), Ecolab, Kimberly-Clark, LINTAS Advertising (Senior Account Director - now Lowe & Partners).

In global and European roles Greg has developed and implemented customer strategy, working with management teams in more than 80 markets. He has led the development of processes and tools to support decision-making and planning, building alignment and collaboration between marketing and sales functions. In this work Greg coached cross-functional and cross-cultural teams, and mentored high-potential executives within the UK business.

As an independent consultant, Greg's work in the past 10 years includes assignments in customer strategic planning, brand positioning and value proposition, insight generation and activation. His experience also includes marketing communications strategy (creative & media), shopper marketing, influencer / intermediary strategy, marketing spend effectiveness, advertising production development, innovation process and new product development, sales force effectiveness and key account management.

Greg's extensive facilitation experience includes more than 40 markets across all geographies, involving more than 3,500 senior and junior managers across multiple functions. He joined LIW in EMEA as a Consulting Associate in 2013, in a business development role and delivering programs for several key clients.

Greg is Sydney 'born and bred', educated at Barker College followed by a Bachelor of Economics degree at Sydney University.

### Mini Bio

- Extensive facilitation experience includes more than 40 markets across all geographies, involving more than 3,500 senior and junior managers across multiple functions.

### Qualifications

- University of Sydney, Bachelor, Economics, 1975 - 1979