

Dr. Linden Brown

Chairman

Academic Background

Dr Linden Brown has been the Adjunct Professor of Marketing and Director of the Market Strategy and Information Technology (M*SAT) Group at the University of Technology, Sydney, Australia from 1996 to 2005. During 1999 he was appointed a Visiting Professor to INSEAD, the international MBA School based in Fontainebleau, France. In 2000-2003 he was also appointed Visiting Professor to Cranfield University, England. Dr Brown is a leading management consultant, entrepreneur, business practitioner and academic.

His first degree in Accounting and Economics was followed by a PhD in Marketing at the University of New South Wales. He has lectured marketing at a number of universities including INSEAD (France), Cranfield University Management School (England), the Melbourne Graduate School of Management, Royal Melbourne Institute of Technology and the University of New South Wales (Australia).

He has published twelve books, the most recent being International Marketing, co-authored with Richard Fletcher in 2008. He has also co-authored several editions of Marketing, now in its 7th edition, with Philip Kotler, Stewart Adam and Gary Armstrong, published in 2007, and Principles of Marketing, 3rd edition, co-authored with Philip Kotler, Stewart Adam and Gary Armstrong, published in 2006. He published Competitive Marketing Strategy in 1997 and co-authored a European version with Malcolm MacDonald, titled Competitive Marketing Strategy for Europe. His most recent work is in the field of high performance organizational cultures, where he has developed measurement tools for assessing behaviors that contribute to strong market-oriented cultures.



Industry Experience

He also has extensive experience as a consultant in a range of industries — computer products and services, telecommunications, banking, retailing, hotels, building products, steel and minerals and the education industry.

Dr Brown has engaged in a wide variety of strategic marketing consulting assignments. He has also designed and conducted executive development programs in strategic marketing for many international corporations over the last fifteen years. He has worked on assignments with Hewlett-Packard, Bell Canada, Ericsson, Telstra, James Hardie Industries, Coles Myer, BHP, ICI, National Bank, Radisson Hotels and Speedo.

A major area of focus is the evaluation of marketing knowledge and culture in marketing staff of global corporations. This involves the identification of marketing skill gaps in individuals and the development and delivery of learning and development solutions leading to greater confidence in marketing decision making as the desired end result. He has expertise in the development and implementation of marketing knowledge test and measurement tools around specific training programs designed to ensure the learning benefits occur.

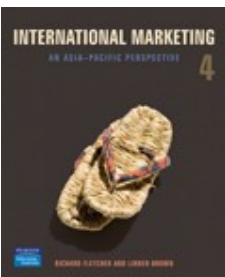
Entrepreneurial Activities

As a business practitioner, he has successfully initiated and developed a number of businesses in the transport, printing and food marketing areas. As an original equity owner, Linden initiated and grew a start-up in the international moving and transport industry and maintained an equity and Chairman's role for 25 years. This remains a thriving business today. He developed a small Australian regional food business into a national brand manufacturer over a 20 year period as an equity holder and Director before sale of this business to a large national food processor. He initiated a start-up in the signage industry thirty years ago in Australia – a business that has continued to grow.

In 1988 he started Interstrat, a marketing consultancy dedicated to providing tailored marketing development programs for marketers of multinational corporations. This was transformed in 2007 to offering a wider range of services to assist organizations develop high performance 'market' cultures that provide growth, sustainability and superior performance through a focus on creating value for customers. This has its headquarters in California and has been renamed MarketCulture Strategies, Inc. of which Dr Brown is Chairman.

Role within MarketCulture Strategies, Inc.

Linden Brown is founder of Interstrat which has provided strategic marketing services to multi-national companies since its incorporation in 1988. Interstrat merged with Gallagher Management, a Boston based marketing training firm in 2007, to form MarketCulture Strategies Inc., of which he is Chairman.



Publications

Recent Articles

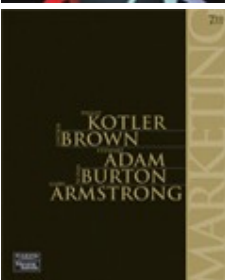
- "A Strong Market Culture Drives Organizational Performance and Success", with Sean Gallagher and Christopher Brown, February 2008, *Employment Relations Today*.
- "Six Steps to Becoming a Market-Focused, Profit Generator that Delivers Value", with Sean Gallagher and Christopher Brown, March 2008, *CEO Refresher*.

Opinion

- "Seven Winning Tactics During a Downturn", Linden Brown, *B2B*, February 11, 2008

Recent Books

- Richard Fletcher and Linden Brown (2008), International Marketing: An Asia-Pacific Perspective, 4th Edition, Pearson Education Australia.
- Philip Kotler, Linden Brown, Stewart Adam, Suzan Burton and Gary Armstrong, (2007) Marketing, 7th Edition, Prentice Hall, Sydney, Australia.
- Philip Kotler, Stewart Adam, Linden Brown and Gary Armstrong, (2006), Principles of Marketing, Pearson Education Australia.



MarketCulture Strategies is a professional services firm specializing in the areas of marketing training and strategic marketing management. Committed to the principles of marketing excellence, they lead firms to achieving organizational alignment with their customer. Based in Silicon Valley, California, MarketCulture Strategies has helped build world-class market-oriented corporate cultures and marketing skill sets for some of the world's largest global firms in the telecommunications, retail and high tech industries.



The facts are simple: A firm with a strong market culture delivers superior profitability. MarketCulture Strategies helps firms build their market culture with strategic transformation services and marketing skills development.

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