

Michael Haynes

Director at 2Excell Consulting

Sydney, New South Wales, AU

Experienced, enthusiastic speaker advising audiences about the importance of understanding and creating customer value in business markets

Biography

Michael has 15 years experience working in marketing, strategy and customer insights for large scale organisations in Australia and Canada in a variety of industries including consumer packaged goods, financial services, professional services and telecommunications. For 5 years, Michael was head of Customer Research for the Wholesale Division of the Telstra Corporation, Australia's largest telecommunications company. More recently, Michael has written articles on the importance of effective customer engagement in business (B2B) markets that have been published in Australia, Canada and the United States. Michael has an MBA in Marketing and International Business from Dalhousie University in Canada. He also is a member of the Executive Scholar Program at the Kellogg School of Management at Northwestern University.

Availability

Keynote, Panelist, Workshop, Author Appearance

Industry Expertise

Information Technology and Services, Business Supplies/Equipment, Business Services

Areas of Expertise

Customer Value Management in B2b, B2b Business and Market Strategies, Customer Loyalty and Retention in B2b

Affiliations

Business Marketing Association

Sample Talks

Customer Engagement and Value Creation in B2B

Presentation discusses importance of and effective means to engage with customers/clients in a B2B context to profitably drive business performance by systematically understanding and responding to customer needs

Education

Kellogg School of Management-Northwestern University
Executive Scholar Program

Dalhousie University
Master of Business Administration Marketing and International Business

Accomplishments

If You Want to Know What Customers Want: Ask the Right Questions

An article that I have written that has been published by: Marketing Research and Intelligence Association (Canada) Association of Independent Information Professionals (USA) Marketing Magazine (Australia)

Customer Engagement in B2B

A seminar presentation delivered to the Canadian Australia Chamber of Commerce

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