



Global Product Marketing & Management

Experiences, Issues & Challenges

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Opening Comments

- Overall Experiences
 - Global Banking Services, numerous countries
 - Current Consulting Services, Banking & Higher Ed.
Developing a China initiative
- Purpose of Today
 - Generate Discussion of Global Issues & Solutions to consider with product introductions
 - Assist with Specific Issues confronting MBA's students in Global Marketing & Management



Financial Risk Management

- Mitigation of risks – customers/suppliers not fully known
 - Letters of Credit; their role in global financial protection
 - Banker's Acceptances (BA's); short-term credit guarantees
- Commodities Futures as cost mgmt strategy
- Currency Futures as payment hedge strategy
- Credit Risk; understanding it and reserve management's role in costing out credit as a component to expenses



Cash Management/Controls

- Reconciliation of balances with overseas relationships can be challenging; language, office time zone differences, currency transfer intermediaries, etc.
- Learning SWIFT transfer message format/structure could be valuable in tracking funds at both sender & receiver ends
- Payment approaches may differ by regional convention (ex. mid-east, Saudi)
- Receivables financing through a banking relationship
- Domestic vs. International payment vehicles & experiences
- Global banking relationship helps facilitate credit & payments



Cultural Issues & Solutions

- Never rule out value of learning cultural practices of other nations/regions (ex. Korean experience & Mexico City)
- Dangers of engaging in political discussions; raw nerves of LATAM; being empathetic; management team differences
- Never assume uniformity of thought on politics
- LATAM vs. USA corporate culture (ex. meetings, rules)
- Honesty & integrity as universal values not to be discounted nor compromised
- Other country corporate party-going & golf; bridge-building
- Value of language knowledge; gaining respect as Americans



Regulatory Environment

- Knowing regulations of client countries & even more so, for the overseas offices housing US companies, is extremely important
- KYC rules may well apply to financial dealings
- Never assume regs to be the same as that of USA
- Conflicts may arise between local country and USA laws; legal counsel expertise would be required
- AML standards are becoming somewhat universal and OFAC is the law for any US company; ignorance of the law doesn't protect individuals or the corporation



Value of Research

- Understand your market, product situation in other countries, barriers to entry, forces in government, etc.
- Product name has value and risks (ex. GM, Nummarius)
- Branding nuances (ex. Saudi check/product experiences)
- Avoid double meanings in your product & financial terms; keep your words simple and universal
- Use of Spanish (Mandarin, etc) terms where meanings are clear can be useful



Common “Language”

- Generally, English is spoken in all major cities by business managers & executives (better schools teach it as mandatory)
- This is not always true of first-line supervisors & staff (ex. Japan experience/culture of meetings)
- Microsoft products (Excel, PPT, etc) plus Acrobat are global tools of business universally known; keep away from exotic platforms unless you are certain clients/suppliers know them
- Mandarin & Spanish are of high value to learn
- Local US reps with local language skills of great value (ex. Nummarius in the PRC)



Value of Integrated Modeling

- Integrated Project Planning Modeling (IPPM) has value in viewing the entire product/process and all metrics involved
- Building a model from product input(s) (i.e. resources) and cost components up through alternative product pricing scenarios leads to a far better understanding of product and delivery issues
- Documentation of the global 'as is' condition of the components of a P&L leads to an in-depth grasp of what future results might look like under changing criteria
- New product delivery, or expansion, becomes clearer with an IPPM note: Nummarius specializes in such analysis



Q&A

- University of Tampa MBA student questions
- Assist with student projects as needed

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