

Paul J. B. R. M. Disch

Along with globalization, business environments around the world are rapidly faced with dramatic changes which create unprecedented challenges and opportunities.

Key issues such as industry consolidation, concentration and internationalization of business partners, changes in antitrust regulations, and the behavior of customers, consumers and investors etc. touch the very core of many businesses; and when left unattended can form a serious threat to their profitability.

In order to truly take companies to the next level, full focus is needed on "execution" and "reliability". This requires a strong and continuous alignment between strategies that work, business processes that create value and a team of accountable individuals committed to the timely delivery of the promised results. Only through a continuous and systematic optimization of this combination can deep business insights deliver a sustainable competitive advantage.

In 2002, Paul fulfilled an old dream and became a co-founder of Strategic International Management Limited (SIM).

Areas of Expertise:

- ▶ Managing for Results
- ▶ Strategic Planning
- ▶ International Business Development and Growth
- ▶ Business Integration
- ▶ International Trade
- ▶ International CRM

At SIM, Paul advises senior executives and actively leads companies, ranging from start ups to large multinational organizations, on "getting the job done" and "delivering results". His insight and 15 years of hands on experience in setting up, running and integrating companies around the world allows him to optimize the link of the 3 key processes affecting every business: Strategy - Operations - People.

Prior to starting up SIM, Paul served for 8 years as a director and senior executive of Heineken Breweries in Latin America. During these years he successfully set up and directed large sales - marketing organizations. Furthermore, he build up and managed strong local production and distribution networks in a close partnership with leading companies like Coca-Cola and Kaiser Breweries (Brazil) and Quilmes Breweries (Argentina, Chile).

Before joining Heineken, Paul worked for over 7 years in South East Asia and South Africa where he directed in his passionate, engaging and result oriented style the regional and local operations of Ceteco, a Dutch multinational active in the production, sales, marketing and distribution of leading brands of beverages, foodstuffs and pharmaceutical products.

Before starting out on his business career, Paul served as an officer in the Royal Dutch Army, where the focus on timely alignment of strategy and operations. Paul strongly believes in the importance and value in proper management people which became embedded in his leadership style.

In 1988, Paul graduated from the Rotterdam School of Economics (HES) with a degree in economics and linguistics. During the same year he obtained his marketing degree from the Netherlands Institute for Marketing (Nima). Throughout his career he attended numerous courses and Senior Executives programs at amongst other INSEAD in France and the European Management Center (MCE) in Belgium. Paul has lived worked and studied in Western Europe, United States, Latin America, Asia and Africa. As a result, he is fluent in several languages and well in sync with the realities of different market places, cultures and economies. This allows him to successfully help leading international corporations to act locally and synergize globally.

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