

NOEL STUDTI

Noel founded Stratham Bryce in March 1995, and has since then worked extensively with major Blue Chip organisations developing Sales Operating Plans, building high performance sales teams as well as the formulation and implementation of Customer Centric cultures for Service Organisations.

After joining IBM in 1980, Noel built a successful 14 year career from Systems Engineer, to Salesman, Account Manager, Sales Manager to Branch Manager. Some of his post IBM executive appointments include Sales Director for Siemens Business Solutions (Nixdorf), CSO (Chief Sales Officer) for the Innovation Group and CSMO (Chief Sales and Marketing Officer) for Neotel.

Noel is passionate about driving individuals and organisations to be the very best that they can be, professional in everything that they do and to treat the customer as King. A given companies culture typically leans towards either Sales & Marketing, Finance or Operations. Excellence is achieved when all 3 are balanced appropriately with Customer Centricity as the core focus. This is what Stratham Bryce does for their customers.

Major Achievements:

- Soon after launching Stratham Bryce, Noel was invited to speak at the Marketing and Sales Convention, run by the Institute of Marketing Management where amongst mostly international speaker he received the second highest score for content, He was again invited to be a speaker at the 1997 'Don Pepper's' Marketing and Sales Convention, which focussed primarily on 'one to one' marketing (CRM) and has since then been featured in many published articles. Many letters of commendation have been received, further detailed on our Home Page.
- As a salesman and Key Account Manager, Achieved 7 out of 7 Hundred Percent Clubs (i.e exceeding target). Grew the Breweries Group from insignificance to be one of IBMs top 10 accounts in 2 years, concluding the largest retail deal in SA at that point (Edgars).
- Received a Golden Circle Award for Outstanding Sales Achievement (top 5% in the world)
- As head of the Retail Sector, studied retail in London and New York, developed IBMs retail strategy and re-launched the IBM Point of Sale devices and established IBM back into being a major player in retail.
- Awarded 'Best Account Plan' in IBM – 1987 and Top Performer at the 1989 National IBM '*Line Management*' Training Convention
- After joining Siemens Nixdorf in the capacity of Sales Director, Noel developed and implemented in-house Sales and Customer Centric Schools with on-going sales and customer care "fitness" programmes resulting in an unprecedented growth of 36% (followed by 40% in year 2).
- At Innovation Group, Noel restructured the Sales Team and introduced Key Account Managers (KAMs) and Business Development Managers (BDMs). Conducted Sales Schools and introduced financial ROI (Return on Investment) modelling into all major proposals resulting in a multitude of significant deals and New Name Accounts.