

**marcus evans** professional training

## Key Account Management: Actioning and Strategising

TRAINERS – KEY TO OUR SUCCESS!

# Tom Richardson

## PROFILE SERIES

**marcus evans'** trainers are leading associate trainers.

This ensures that our trainers are the best and most appropriate trainers for each individual course in terms of areas of expertise, training style, commercial industry experience and proven results. We choose trainers who are specialists in their respective fields and are dedicated to enhancing the skills and knowledge of our delegates through practical, interactive and applicable training.



**marcus evans** professional training courses combine the latest tools, techniques, market research, case studies and dynamic ways of thinking, delivered by experienced trainers to ensure the skills and knowledge acquired are directly applicable to your organisation.

### Trainer Profile – Tom Richardson

**Tom Richardson** Founder and CEO

**Richardson Management Pty Ltd**

Bachelor of Business (Marketing), FAIM, FAMI

Tom Richardson is the founder and Chief Executive Officer (CEO) of Richardson Management Pty Ltd and is an authority on Key Account Management. Tom has held senior sales and marketing management positions at multinational companies such as Shell Oil and Kodak. He established his own consulting and training business in 1994 and is based in Melbourne, Australia, but operates internationally.

Tom holds a Bachelor of Business (Marketing) from Monash University in Melbourne. He is a Fellow of the Australian Institute of Management (FAIM) and a member of the Australian Marketing Institute (AMI). He is a guest lecturer at several business schools and universities in Australia including Melbourne Business School, The Australian Institute of Management and Swinburne University. Tom has presented at workshops, conferences and events for a diverse range of audiences both in Australia and internationally including Hong Kong, Malaysia, Thailand, Philippines, and Singapore.

Tom is a qualified facilitator and will use the full repertoire of contemporary adult learning techniques including Accelerated Learning and NLP during the workshop. His workshops are structured to provide experiential learning and will include a high level of group discussion, participation, case studies and practical exercises.

### His Clients Include But Are Not Limited To:

Macquarie Bank  
Konica Minolta (Malaysia)  
Siemens, Deloitte Touche Tomatsu  
L'Oreal, Redken  
Kodak  
Aconex  
Siegwerk Asia Pacific  
Metso Minerals  
Schlumberger  
Glaxo  
Metabo  
Societie of Worldwide International Funds Transfers (Hong Kong)  
Telstra  
Amcor

"Tom designed and presented a 3 day workshop at our National Sales Conference for our state and sales managers. It was the first time that we at L'Oreal have used the services of an external consultant/presenter. We were delighted with the result and all were full of praise for Tom. We had no hesitation in asking Tom back for this year's conference again."

**CEO, L'Oreal Australia Pty Ltd**

"Tom, we have received excellent feedback from the people who attended the International Conference in Penang, Malaysia last week. Thank you very much for your professionalism and the time you spent in researching and designing a very practical and dynamic seminar. Looking forward to the sessions that you are running for us in Melbourne early next year."

**National Sales Manager, Aconex  
Australia**

"Thank you for an excellent workshop. It was highly appreciated by our people and on our last day the solutions that you provided were incorporated into the formulation of their individual Action Plans for the next three months. Our last day did not finish until 6.00 pm and they were still going!!! Thank you again Tom. Your assistance and professionalism was most appreciated."

**Hercules Chemicals Australia**