

# Patricio Forno

## Strategic, Value Driven Business Development

My task:

- To develop the long-term view and strategic consideration of why and how to expand your domestic and international presence and the implementation of a sustainable plans.
- To prioritize viable opportunities, and to find and support partners who respect the value of collaboration in representing your brand.
- To generate enhanced enterprise value by capturing incremental volumes, margins or strategic advantages that make your market presence a compelling, integral part of your business.

How do I accomplish this?

- Looking at the brand, service and product lines and how they are positioned and marketed to understand how they need to be tailored for new markets.
- Doing in depth market research and analysis to identify entry opportunities and barriers, distribution channels and how they operate, competitors, marketing standards, logistics, the regulatory environment, tax and pricing (down to retail), and legal requirements.
- Extensively vetting and selecting potential partners, being unafraid to move away from the easy choice...or to wait for the optimal fit.
- Visiting foreign markets in person to determine cultural differences and realities, challenge assumptions, seek inspiration, and evaluate risks. Networking with in-market trade associations, chambers of commerce, officials and general contacts of the US and host country in order to meet industry players and possible partners.
- Getting compliance right and considering its broader impact and implications.
- Choosing and using trade shows as part of a pro-active market penetration method.
- Planning and executing launch events.
- Establishing comprehensive but practical reporting systems.
- Assessing the performance of current partners in relation to their market share potential. Negotiating new contracts and restructuring existing ones. Maintaining the business relationship with all partners, treating them as an extension of the Head Office team.
- Adapting the sales, marketing and digital plans to reflect the domestic and international expansion of the brand footprint.