



The fundamental strategic questions aren't about technology, talent or stock prices. They're about customers.

John Brandt

□ *Dependably excellent speaker on customers, manufacturing, leadership and management.* □

World-class advice on improving performance and competition. Highly customized presentations. Broad range—leadership and management, innovation and customer value strategies, regional economic development. Strong personal experience, unparalleled research and analysis. Expert on Chinese manufacturing. Excellent moderator.

CEO, MPI Group. Former editor-in-chief, IndustryWeek and Chief Executive



Ahead of the Curve

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Highlights

John Brandt is an accomplished **management innovator** and an expert **on manufacturing and technology**, with unique knowledge of manufacturing in China. He offers audiences world-class advice on how to adapt to new market realities, new corporate structures and new customer expectations.

John speaks on topics ranging from **leadership** and **customer value** to management best practices and building **world-class communities**.

He delivers the equivalent of your own white paper for improved performance: a customized presentation with comparative data on your competition, industry best practices and performance benchmarks, with analysis and recommendations tailored to your audience.

John is founder and CEO of the MPI Group, a firm that offers companies strategic advice based on **research and customized benchmarks**. The MPI Group also conducts annual proprietary research projects on manufacturing and management performance and maintains one of the largest databases on performance metrics in the world.

As a business leader himself, John has proved his ability to turn organizations around and **deliver stellar performance**. As a business journalist, he has earned more than 20 awards for reporting, writing and editing. He led both IndustryWeek magazine and the Chief Executive Group, publisher of Chief Executive magazine.

John is an excellent moderator.

John Brandt combines humor and affability with real depth in management theory, strong personal experience, and unparalleled research and analysis resources.

The Expertise

China. No one understands the nature of the **Chinese threat in manufacturing** and the strategies necessary to meet the challenge better than John Brandt. He's conducted and updated the first large-scale studies of China's manufacturing capabilities.

Customer value. In one of his most popular speeches, John answers this essential business question: **Where is the value** in your business?

The MPI Group is a world leader in independent research, advice and performance-targeted solutions in the areas of **manufacturing and management**.

• Credentials

- CEO, MPI Group
- Former President, Publisher and Editorial Director of the Chief Executive Group, publisher of *Chief Executive* magazine
- Former publisher & editor-in-chief, *IndustryWeek* magazine
- Member, National Advisory Board, Manufacturing Extension Partnership (appointed by the US Secretary of Commerce)
- Former lifestyle columnist, *The Plain Dealer*
- Former humor columnist, *Shaker Magazine*
- Recipient, Neal Award, 1998
- Judge, Neal Awards
- Judge, National Association of Manufacturers Awards of Workforce Excellence