

# IAED Consulting Services



**IAED**

Global Business Experience  
(Since 1960)

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Global Business Experience

In today's aggressive global marketplace, companies that are successful have to be able to control their company's performance, monitor their competitors, change and adapt to customers and competition from any place on the globe.

This is the "Age of Discontinuity." A quickly changing business environment which requires rapid smart changes.

Concentration on the revenue stream whether from sales from customers/markets or financing is equally important as "cost cutting." In fact, "cost cutting" can lead to an inability to respond to competition or meet the financing requirements of a sudden increase in customer orders. Selling in this global competitive environment can be a major challenge to a company's survival.

Growing your business, responding to competition and managing your business to success requires experience and knowledge of the "rules of business." **IAED** (formed in 1990) combines **Gell International Group** (formed in 1970) with **Gell Associates & Co., Inc.** (formed in 1960) to equal 46 years of experience in successful assignments for the world's largest companies in every industry, and in every corner of the world.

*"You are either in control, or out of control of your business." Sometimes you think you are "in control;" but, the momentum of your business is actually overriding your actions."*

- Dr. Larry T. Gell

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## IAED Consulting Services - Experience to help you get in control of your business.

Successful Consulting Companies are known by the "companies" they keep. Thousands of successful assignments. Many world famous business stories; Our breadth and depth of experience and successful "track record" of 46 years proves we know how to help you get in control of your business and stay in control.

We do not have any "fresh out of college" MBA's, nor any "downsized" or newly minted consultants at **IAED**. We are not a company that used to be a manufacturing company yesterday, and today is a consulting company.

**IAED** is an established 46 year-old global consulting experience and knowledge business.

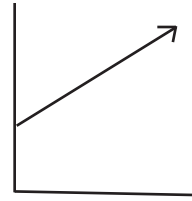
*"After you have tried everyone else, get Dr. Gell to fix your business. Better still, save yourself some time and money, just get Dr. Gell first!" - EVP International 3M Corporation.*

*"Dr. Gell you saved our company when we were about to fail. Your consul has resulted in our first sale of over \$900,000,000.00 in Europe. We now know how to penetrate the whole auto industry in Europe. Thanks to you."*

- Director for Europe (who later became EVP International for Asia/China)

## Experience At Solving Business Problems in Markets Worldwide since 1960

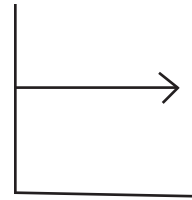
While the world is an in-line structured (such as books, schooling, etc) world, the real world of business is very dyslexic. Approaches to solving business problems requires an experienced outsider who can quickly understand your business, and think outside-the-box by understanding the dynamics of your business environment, to see the best approach to a quick solution to your business problems, challenges and opportunities. We have 46 years of extensive experience solving some of the business world's most complex problems.



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## Each Engagement is Unique

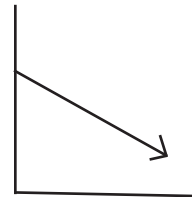
Engagements start with an information planning process pre-meeting with top executive management. No two companies are the same. Each has to be looked at from many angles, inside and outside the firm, to see the possible correct solutions to pressing challenges and identify causes vs symptoms, along with analysis of contingencies, dependencies and risks of the strategies for the Plan for Action. Most problems can be turned into opportunities. It takes years of business experience in many industries to see the solutions. **IAED** has that depth of experience and knowledge.



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## Areas of Successful Experience

- Solving Complex Business Problems for Chairman, CEO, President, COO, EVP Sales and Marketing.
- Raising Funds and Financing Strategies.
- Building Management Teams to Control Their Businesses.
- Marketing and Sales Strategies, Training and Development.
- Highly Successful Projects in Countries Worldwide.
- Contacts with Top Executives of Global Corporations and Heads of 192 Countries.
- Workshops, Keynote, Guest Speaker for Top Executive Management Meetings.
- Helping Foreign Companies to Sell in the USA/Western Markets.
- Helping USA/Western Companies to Sell in Foreign Markets.
- Geopolitical and Geostrategic Strategy.



*“A business can  
only do 3 things.”  
- Dr. Larry T. Gell*

## IAED

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