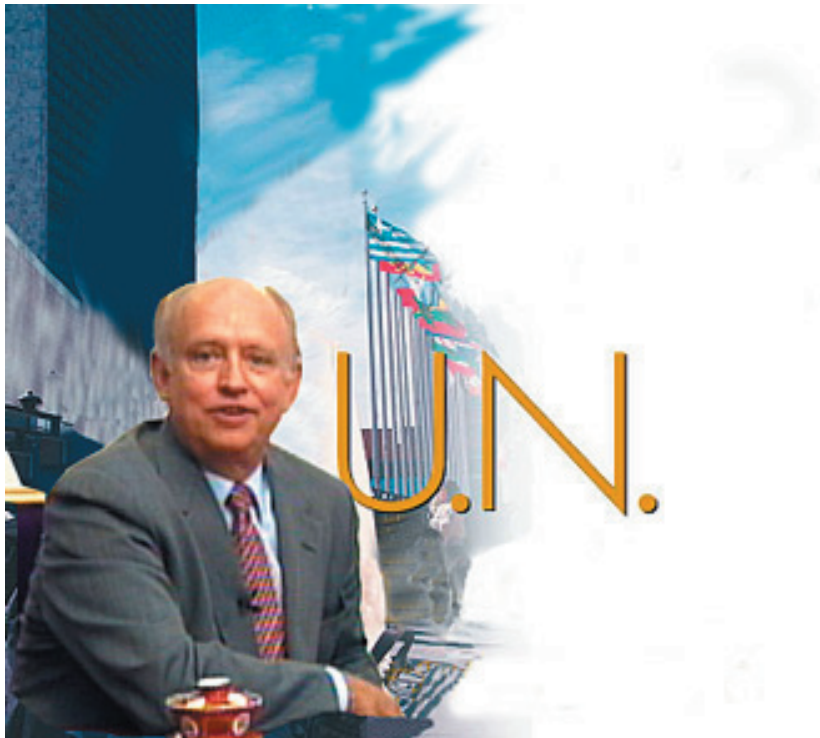




Dynamic Business Speaker Dr. Larry T. Gell, Consultant to World Leaders, Military and Senior Executives of the Global Transnational Corporations. Forty-six years of global business experience in every country and industry.



Formed in **IAED** 1990 at UN. Started the world's first television and global Broadcast/Webcast on the United Nations. **"INSIDE THE UNITED NATIONS: The Global Issues"** Weekly one-hour television interviews of the United Nations Ambassadors, Heads of State, Heads of Government, Foreign Ministers and UN Under-Secretary Generals; now in our tenth year!



Conducted Seminars and Conferences all over the globe. "Africa's First International Conference on Science and Technology" 1994. Training workshops throughout ASIA, Europe, Caribbean, and South America.



Conducted thousands of Senior Executive Meetings, Seminars, Lectures, Keynote speeches in the USA and around the globe since 1960.

Rated by AMA (13 years), and many of his clients, to be one of America's best speakers.

## **Work, Business, Consulting, Speaking, Training experience...46 years!**

### **Gell Associates & Co., Inc.**

Formed in the USA in **1960**

Trained hundreds of Senior Management Executives (Chairman, President, CEO, COO) and Executives VP's Sales and Marketing . Thousands of Salesmen/women. Hundreds of Speaking Engagements at Management meetings all over the USA and internationally. Designed and taught special Management/Sales/Marketing courses for AMA-USA and the Canadian Management Association, Hong Kong Management Association and others.

Consulted to top management of hundreds of corporations. World famous successful business stories for major corporations: • Dr Pepper outsmarts Coke • Then we get Cokes' marketshare back • Chase Brass & Copper outsmarts the Unions • RCA outsells IBM • RE/MAX astonishes the Real Estate Industry • Started "CPI-Computer Programming Institute," first school on computer programming in the USA 1961/62,.. And on, and on for 46 years.

### **Gell International Group**

Formed in Hong Kong in **1970**

Speaking engagements around the globe at Annual Executive Management Meetings. Lectures, Keynotes, Seminars and Workshops for top management.

International Consulting to senior executive management on Global Sales & Marketing, International Management, Geostrategic and Geopolitical Strategy. Fixing complex global business problems.

World famous successful business stories for major corporations: • Lear beats competition and opens markets in Europe • 3M University of Salesology in Hong Kong (before McDonalds U. • Highly effective Sales and Management Development programs for AIG/AIU in Asia, and hundreds more successful engagements. • First courses in the USA on "Doing Business with China and Vietnam" in 1977 • First course on "Doing Business with Russia" in 1990.

### **IAED - International Agency for Economic Development**

Formed at the United Nations in **1990**

Highly successful international **Country Projects** for Economic Development. • Started the World's first weekly one-hour Television Broadcast/Webcast on the United Nations (In our tenth year!) **"INSIDE THE UNITED NATIONS: The Global Issues"** • International Consulting to Ambassadors, and Country Leaders, and Corporate Executives. • Speeches at Universities, UN and Corporate Meetings. • "Africa's First International Conference on Science & Technology" Accra, Ghana 1994 • "Iran's' First International Conference on Aging" Tehran, Iran 1999 • Major "turnaround" for African Leaders and Africa development 1996, are a few of our projects.

# A Consultant is known by the Company he keeps...

A sample list of some of Dr. Gell's clients...



Shell Oil • Columbia University • Stanford University • Wharton • Bache & Co. • Wheat First Securities  
 • Security Pacific Bank • Chase Bank Hong Kong • Johnson & Johnson • Frank B. Hall • Dyrotech • NorCor  
 Inc. • Lunn Industries • Critikon • Pacific Telephone • RFC Intermediaries • PCS Sales • Nobel Pharmacia  
 • Verex • ATF Davidson • TemTex • Pharmacia Diagnostics • Oceaneering International • Unidynamics  
 • United Nations • The Wall Street Transcript • UN Diplomatic World Bulletin, and many more...



## Sample of thousands of letters and comments sent to Dr. Gell...

We have five 4-draw file cabinets full of letters and business cards.

“Fantastic! Insightful! Cuts through the fog of business and politics. Razor sharp serious, and love your humor too.”

“You are a powerfully dynamic speaker with useful tools, knowledge and insights to help any business to control their own success.”

“I am telling my business friends to ‘Get Dr. Gell, he understands business better than anyone I have ever met.’”

“I think your talk was on business, but I came away feeling like I had been recharged with confidence.” Highly Motivational!!

“Most requested speaker called back, year after year, to our annual top executive meetings.”

“Your ideas, “Rules” of business, saved my company. Then saved my marriage. And, I am now using them to help my neighbors!”

“Brilliant! Turns the “lights on” the essence of controlling your business.”

“Your experience and expertise is unmatched. You are the best! And, I had thought I had heard the “best” management speakers.”

“I am supposed to rate your seminar from 1- 20 (20 being the highest). Well, I am rating you and your course a 2000! Thank you!”

“After you have had McKinsey in your company for two years writing reports, Get Dr. Gell. He will fix your business.”

“Your program was, without a bit of doubt, better than my two MBA’s in business.”

“Best business program I have ever attended. Don’t teach it to my competition please.”

“Thank you for explaining today’s geopolitical/geostrategic news. I will watch the evening news from a much different perspective.”

“The most useful tool is your method of planning, establishing objectives, eliminating roadblocks, and developing an action plan for accomplishment. This is now a standard operating procedure in my company.” - President, Telephone Company

“It was extremely valuable to have your experience and competence at hand during some of the hard spots.” - Director of Corporate Planning - Major Aircraft & Aerospace Co.

“Our organization was extremely impressed with your presentation and we received many positive comments on the outstanding quality of your seminar.” What an eye-opener on the UN. - President Large Real Estate Co.

“That one small thing has meant literally millions of dollars to our business because it gave me the knowledge I needed to be able to develop and implement a plan to change the whole thrust of our sales effort. In two years we were able to increase sales 22%, but with the change in mix our operating profit went from almost zero to nine percent.” - Vice President & General Manager, Major International Insurance Company.

“I don’t know that I can tell you what part of our seminar experience will prove to be the most useful. All of it was stimulating! Thought provoking! I walked out of the final session about three feet off the ground.” - VP Western, International Consumer Foods Co.

“You take an interesting subject and make it fascinating. Marketing becomes simple, yet beautiful in your hands.... clear and interesting... and most of all challenging.” - Vice President Marketing, International Consumer Foods Co.

“The seminar was really inspiring. Dr. Gell has got to be the most energetic speaker I have ever heard, and truly a fantastic salesman. I don’t need to tell you that this ability is worth a million dollars to any salesman. I encourage you to get as many managers internal and external to attend the seminar as soon as possible. In Dr. Gell’s words, ‘I went in like a canary, and came out like an eagle.’ It has changed my life.” - Vice President Marketing, Major Woman’s Wear Corporation

“Increased margins from 28% to 45%. Increased market share from 10% in 1981 to a projected 18% in 1984. Moved from fourth to third largest competitor. Tripled the business in three years, Thanks to you Dr. Gell.” - Director Marketing, Major Brake Systems Corp.

There were so many useful ideas packed into our session that it is difficult to pick one best. In summary, your seminar helped to crystallize my managements style and realize that no matter how sharp one may be, it’s performance that counts.” - Vice President & General Manager - International Consumer Co.

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## ► **Speaking Services:**

- > Guest Speaker
- > Keynote
- > Top Executive Briefings
- > Conventions
- > Full Day Lectures
- > Seminars
- > Workshops
- > Panels
- > Special Events

## ► **Topics:**

- > Motivation: The Super Achievers
- > Controlling Your Business
- > Global Sales & Marketing Strategies
- > Geostrategic and Geopolitical Strategy
- > INSIDE THE UNITED NATIONS: The Global Issues
- > Team Building
- > Problem Solving & Decision Making
- > The “Rules” of Business and Selling.
- > The Final Course on Leadership
- > The “Magic” of Business: Magic 101
- > Luck 101: Missing from the MBA
- > Why companies get in trouble (Out of Control)
- > How to get back In-Control of your Business & your Life
- > Everything you ever wanted to know about the P&L Income Statement and Balance Sheet
- > Strategic Thinking & Strategic Planning

While it is not always possible to hold a “pre-meeting.” A pre-meeting to tailor your event is preferred; and some of the services can only be done successfully with one. Every company is unique and different. The success of your meeting can be greatly enhanced by “tailoring” the program to the concerns, needs, problems, challenges, opportunities, and goals of top management.

► **Contact us for Fees:** Describe your event, date, location, your needs, goals and objectives.

### **Dr. Larry T. Gell**

Director General

**IAED - International Agency for Economic Development**

PO Box 2260-GCS

New York, NY 10017 USA

**Cell: 1-646-621-6161**

Tel: 1-212-687-1775

Fax: 1-212-687-1775

E-mail: [lgell@iaed.org](mailto:lgell@iaed.org)

Web: <http://www.iaed.org>

