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## LINKEDIN RECOMMENDATIONS FOR BRYAN FOSS (mini recent references)

### Non Executive Director at Customer Essential Limited

"Bryan is an absolute asset to our organisation! He is one of the most trustworthy people I have ever met. His intelligent and practical challenges have assisted us greatly in the progress of our client work as well as sales opportunities. He is extremely knowledgeable and has many contacts across a multitude of domains. I would recommend him without hesitation." *February 26, 2008*

[Liz Machtynger](#), *Owner, Customer Essential Ltd*

was with another company when working with Bryan at Customer Essential Limited

"Bryan is a first class asset to Customer Essential in his role of Non Exec Director. His insights & broad experiences of managing major organisations has really helped us with our own strategy & planning, account management and business delivery. He also helps by challenging us to always remember to "walk the talk". Bryan is an excellent networker and has first class contacts. He always knows someone who can provide in depth expertise. Bryan is also an exceptionally nice guy. It is a real pleasure working with him." *February 1, 2008*

[Neil Wilson](#), *Director, Customer Essential Ltd*

worked directly with Bryan at Customer Essential Limited

"Bryan has a vast amount of practical experience, spanning a range of industries. This experience, combined with his natural proactivity, ensure that he is always an active participant in working sessions. Bryan can be relied upon to provide a creative perspective and sound input and, on a personal level, trusted to give excellent advice. I have learnt a lot from Bryan and I am glad to have had the opportunity to work with him." *January 23, 2008*

[Caroline Pearce](#), *Associate, Customer Essential*

worked directly with Bryan at Customer Essential Limited

### Retained Board Advisor at The Halo Works

"Bryan is a person which every organisation needs. He leads entirely by example and his depth of knowledge and care show in every communication and action he takes. He has an expert knowledge in the key areas of customer relationships and building alliances. He uses this knowledge generously and well. Without Bryan we would not be where we are today." *January 25, 2008*

[Alison Bond](#), *Director, The Halo Works*

worked with Bryan at The Halo Works

### Founder and CEO at Foss Initiatives limited

"Bryan displays an excellent understanding of the challenges faced at board level, across a broad spectrum of business sectors ranging from information technology through the finance sector to the public sector. He gives valuable advice to organisations, exploiting his extensive business knowledge and experience. It's a pleasure working with Bryan who always brings in valuable fresh ideas and views." *October 18, 2008*

[John Horncastle](#), *Director - AMTEC Consulting, AMTEC Consulting plc*

was with another company when working with Bryan at Foss Initiatives limited

"I have known and worked with Bryan for a number of years. His strength is in his ability to apply and adapt his experience and knowledge across many different sectors, mainly at a strategic level however, his strategic insight is always pragmatic, enabling organisations he

works with to deliver real change and improvement. One of the best people I have worked with, and known, throughout my entire career. A valuable addition to any organisation." *October 17, 2008*

[Lee Campbell](#), *Head of Sales and Marketing , Applied Living Technology*

was with another company when working with Bryan at Foss Initiatives limited

"I know Bryan as I was his mentor via the Chartered Institute of Marketing's mentoring marketing scheme, providing career coaching. He is a top expert at Customer Relationship Management (CRM). He is one of the most thoughtful people I know who helps other people and an all round good egg. Anyone connected to Bryan on Linked in should consider themselves an extremely lucky person indeed. He is a real asset to a business whether as a Non Exec Director or providing consultancy. He is adept at changing his style flexibly between consultancy, coaching and mentoring, so you will never feel that you are being 'told what to do' as many consultants do. He has specific expertise in finance and IT globally, so very useful experience to tap into if you set your horizons high and wide. To not find out how Bryan could help your business grow is to miss an opportunity. Relationships with customers are after all everything in all market sectors, and the secret to long term success." *May 25, 2008*

**Top qualities:** Personable , Expert , High Integrity

[Rachel Brushfield](#)

hired Bryan as a Business Consultant in 2004

"Bryan's advice and assistance is invaluable. He has extensive experience and understanding of how business really works and an easy style which enables him to develop team ideas." *May 7, 2008*

**Top qualities:** Personable , Expert , High Integrity

[Neil Hodges](#)

hired Bryan as a Business Consultant in 2007

"Bryan is a clear, logical and creative thinker. Precise and detailed in his business dealings and always a pleasure to work with and talk to. A vast range of experience, always ready to help and advise." *January 30, 2008*

[Steve Cook](#), *Managing Director and Shareholder , Market Location Ltd.*

was with another company when working with Bryan at Foss Initiatives limited

"Bryan has provided excellent support and guidance at board level on a number of strategic issues, coupled with his contacts and approach has made a very positive contribution to the MPOLLS start up venture. Asit Sharma CEO & Founder Applied Living Technologies" *January 29, 2008*

**Top qualities:** Personable , Expert , High Integrity

[Asit Sharma](#)

hired Bryan as a Board Advisor in 2007

"Bryan is a board advisor and non-exec director of great accomplishment. He brings practical knowledge of marketing, information technology, operations and finance. He works closely with the board to make sure he has a full grasp of the company's issues. Bryan is skillful at providing the executive members of the board with advice they can use. For me, Bryan's counsel and encouragement have been pivotal. Key accomplishments would not have been possible without the support he provided." *January 28, 2008*

[Rick Wolfe](#), *President , PostStone*

was with another company when working with Bryan at Foss Initiatives limited

### **Retained Board Advisor at Q.Know Technologies Inc.**

“Bryan brought many years of practical business experience, together with a pragmatic and inclusive style, to the task.” *May 7, 2008*

[Neil Hodges](#), *Head of Insurance Practice, Qknow Europe*

was with another company when working with Bryan at Q.Know Inc

### **Independent Board Advisor & Associate at Insight Marketing & People Ltd**

“Bryan combines a great depth, Insight and wisdom with an amiable style. Bryan would be an asset to any boardroom, he has a keen and quick mind, a great depth of experience, sound judgment and very high interpersonal skills. I recommend Bryan work very highly.” *February 25, 2008*

[Fred Mills](#), *Director, Insight Marketing & People Ltd*

was with another company when working with Bryan at Insight Marketing & People Ltd

### **Global Solutions Executive at IBM**

“Bryan Foss is one of the most deeply knowledgeable individuals I know. His capabilities and experience span many topics, from Business-to-Business Marketing to Business Best Practices to Consulting and Services and much more. While at IBM, Bryan took time from his executive role to frequently serve our team as an expert speaker and go-to guru for our organization. Bryan's vast personal knowledge and his wide network of European and American peers enabled us to always have a seasoned executive to whom we could turn for speaking engagements at high-level executive events, presentations in which top-tier attendees were to be educated (at levels they could understand), written works in the form of white papers and articles and selling savvy in which years of experience and diplomatic talent were required. Bryan was a key player in many critical customer-facing situations then and he continues to have a deep knowledge and a proven history of success in all areas of marketing. These include such critical disciplines as research, talent acquisition, product launch, budgeting, partner and channel management, conversion of products to services and product bundles, prospect generation, marketing communications, PR, AR, and much more. I learned a great deal from Bryan and watched IBM customers reap the benefit of his skill set. I would highly recommend him as a business partner, consultant and expert to any team wishing to broaden its reach, implement best practices and have exceptional executive guidance every step of the way.” *May 29, 2008*

[Katherine \(Kathy\) Holoman](#), *WW Sr. Marketing Manager, IBM*

worked indirectly for Bryan at IBM

“Bryan is a very incisive and professional individual who always responds with prompt, clear, and thoughtful advice. While working with him at IBM on strategy and its subsequent execution, Bryan always brought both leadership and an extensive business knowledge to bear on any challenge. These attributes, together with his pleasant manner, always made you want, as well as need, to listen to him. I would have no hesitation in recommending him for a wide range of business based leadership, strategy, and advisory positions.” *May 22, 2008*

[Trevor Skeels](#), *Global Banking Architect, IBM*

worked directly with Bryan at IBM

“At IBM I was a close working associate of Bryan albeit from within a different, but related, part of the company. At that time I knew Bryan to be an in-depth expert in CRM solutions, particularly for the finance industry, with a sound understanding of the strategic, tactical and implementation issues at both a business and technical level. His expertise was highly

regarded both by all the clients he worked with as well as by IBM's own executive management and employees. He is highly influential at all levels of management right up to board level and has built an outstanding reputation for his knowledge, expertise and effectiveness in bringing real business value and innovative thinking to his clients. He is very well connected in the business world both nationally and internationally and is highly regarded as a speaker on the conference circuit. I would recommend him highly." *March 24, 2008*

[Alan West](#), *Business Intelligence Consulting, IBM Global Services*  
worked with Bryan at IBM

"Bryan is both a highly effective sales person and an internationally recognised subject matter expert in CRM from his publications. He is an excellent strategic thinker and has the ability to effectively drill down into detail to get the root cause of issues while retaining a strategic focus. This combination of theoretical knowledge and practical ability impressed me greatly and I learnt from all the joint sales call that I did with Bryan. He is also a very effective manager and mentor and I recommend him highly." *November 23, 2006*

[Alex Noble](#), *Solution Sales Specialist, IBM (sales division)*  
worked directly with Bryan at IBM