

# EFFECTIVE LEARNING

## IN INTERNATIONAL MARKETING & SALES

**MOTI BLAU 鮑慕碑 - Over 25 Years of Training Excellence**

### Unique Value

Combining rich international experience and knowhow in the fields of business, training and technology, **Moti** brings unique, enjoyable and memorable, learning experience to managers and professionals.

### Business Experience

Managing director & founder of Proxy Marketing Solutions Ltd. An entrepreneur and international marketer with over 20 years of international business experience.

Specializing in international marketing & sales, has pioneered numerous business development endeavors, forging revenue generating, multi-cultural B2B relationships. During his career **Moti** identified international market opportunities, formulated strategies, set up marketing channels, and introduced successfully new products into both developed and developing countries around Europe and Asia, winning customers over competitors.

Held various international marketing, sales and business development positions, covering many countries in Europe & Asia.

### Training Experience

Executed thousands of lectures and training hours on business & technical subject matters, to top professionals from around the globe at numerous venues in Israel, Europe and Asia. These activities included also the planning & development of courses, workshops, training programs, instruction aids and CBT programs.

In the past held a lead trainer position at the IAF and also chaired as a lead faculty in a special 'international marketing' program organized by the CII, IIFT and the Indian Government.



Since 2005 lecturing on international marketing before senior executives, at the Galilee International Management Institute (GIMI). Lectures also at the Israel Export & International Cooperation Institute (IEICI), as well as at other venues.

## Testimonials....

“The lecture was very professional and adjusted for the group.”. “I’m sure the team members were as impressed and felt as privileged to have met you”. “My great lecturer thank u and God bless u”

“I appreciate your efforts and really enjoyed every bit of your class.”. “I just wish to thank you for the wonderful lectures you gave us.”

“Thank you very much for the lively lecture”. “Thanks for the Great lecture today”. “Thank you very much for a great workshop, presented in a wonderful way”. “Very well experienced and involving. Great session and great lecturer”

“Opened my eyes concerning the numerous options available to the SME sector with regards to marketing internationally”. “It was so motivating and inspiring”, “He gave us a powerful lecture. He is an excellent lecturer”. “Excellent with varied experience”.

“Moti’s lectures were highly methodical, structured and effective... He was instrumental in combining his own marketing experience into the learning experience of the students”.

“Your participation contributed to the success of the conference, enlightened the participants and provided them with real tools in confronting the entrepreneurial challenges”.

“We would like to thank you for, and highly appreciate, your significant contribution to the success of the workshops. The Audience have expressed high satisfaction from the content as well as from the way it was relayed”.

“Excellent Lecturer”, “His knowhow and professionalism is of very high level”, “The lecture on International Marketing was fascinating”,

“Your lecture has given me a path to follow and establish our aim for becoming an international enterprise. Your lecture was to the point and extremely interesting with the examples you shared”.



## Qualifications

MBA with Distinction, BA (1<sup>st</sup> Class Honours) in Business Management (Marketing), University of Derby. Focused on marketing, business strategy and entrepreneurship, researching the field of international marketing channels.



Chartered Marketer & Member (MCIM) of the Chartered Institute of Marketing, UK. Additional business, marketing & sales training from around the world.

Certified Instructor, Institute of Trainer Qualification, Israeli Air Force. A three stages training methods qualification program, IAF and Advanced Instructor Training program, the Technion, Israel's institute of Technology.

Practical Electronics Engineer (HND) from ORT College. Additional technological training in Electronics, Information, Communications & Environmental Technologies.

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## Proxy Marketing Solutions Ltd.

An international marketing training & consulting firm. Founded in 1997 by Moti Blau, together with a Dutch investment company. The mission of Proxy is to assist companies operating in international markets in maximizing their business potential. [More...](#)



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