



## Strategic Planning for Success in Turbulent Times

### Developing Dual Strategies for Today's Survival & Tomorrow's Market Leadership 2-Day Interactive and Practical Course With Special Focus on Logistics and Transport Industry

#### TRAINER'S PROFILE: Mr Seet Seng Pun

##### INTRODUCTION

Seet Seng Pun is the Managing Director of Ansoff Asia. He co-founded Ansoff Asia with Igor Ansoff in 1989 after working with Igor and his teams in US & Europe.

He is the foremost authority in practising Ansoff Strategic Management to help Asian organizations grow profitably, and is the pioneer in introducing and applying Ansoff methodology to Asian companies.

He has helped clients across a wide spectrum of industries, ranging from FMCG, financial, pharmaceutical, telecom and manufacturing to develop and implement strategies. He has also helped them diversified through acquisitions, joint ventures, new product launches and new market entry in the region. By using a participatory approach of strategy formulation using well-tested and practical systems in his consulting assignments, he has also helped his client companies develop their internal capability in strategic management.

##### PROFESSIONAL & BUSINESS EXPERIENCE

He started his career in 1970 by spending two years in an overseas university teaching and providing consultancy services to commercial firms. He then worked with the Marketing & Operations Research team of a multi-national company in Australia. He spent two years helping the subsidiary line managers solve operational problems and set up planning and control systems.

Upon his return to Singapore, he held senior positions in marketing, corporate planning, as well as managing the profit centres for "blue-chip" public-listed companies in fast moving consumer goods, industrial and service industries. He contributed towards the development and implementation of strategies at corporate, business unit and functional levels for these companies. He also spent a great part of his career in new business projects in the region where he handled acquisitions of new businesses and set up joint-ventures.

In the last 18 years as the MD of Ansoff Asia, he successfully led a team of strategic consultants to apply and adapt Ansoff Methodology to help Asian MNCs and SMEs to grow profitably. He specializes in strategic management, corporate planning and business development. He also has extensive experience helping companies in executing acquisitions and joint ventures in the region.

#### Jointly organised by:

Chartered Institute of Logistics and Transport, Singapore  
and Ansoff Asia



The Chartered Institute of  
Logistics & Transport

Singapore

