



## **CROSS CULTURAL, BRANDING, NEUROMARKETING AND GLOBALISTA**

**Professor Dr. Ian Michael (DBA, MBA)  
Fellow of the Australian Marketing Institute (FAMI)  
Certified Practicing Marketer (CPM)**

Ian Michael holds a Doctor of Business Administration (DBA) degree from Victoria University, Melbourne, Australia. Ian has experience in business and management since 1980, in industry and academia. He held senior positions in industries like Travel & Tourism, Education, Advertising, and Pharmaceutical.

Ian is a "Globalista", with experience in Asia, Pacific, Australia, Middle East and former Soviet Union nations like Georgia. He considers himself a "Global Marketing Guru", working in business consulting, and research, and heads global teams from across the world: Australia, Brazil, Canada, Chile, China, Denmark, Egypt, Germany, Georgia, India, Nepal, and USA.

Ian is passionate and a specialist in Branding and Neuromarketing, his recent project is creating a Nation Brand for the United Arab Emirates, he leads a team using Neuromarketing techniques to achieve this project objectives. He is a Certified trainer for The Institute of Leadership and Management (ILM) UK, *ifs* School of Finance (incorporated by Royal Charter) and the Chartered Institute of Marketing (CIM), UK. Ian is a trainer for organizations like Sabic, Saudi Arabia, National Bank of Abu Dhabi, Emirates NBD Bank, Abu Dhabi Ports Company, Mashreq Bank, and other leading organizations in the Middle East region. His innate knowledge of the Middle East, Austral-Asian, and Pacific markets acts as a good conduit in setting up businesses in these markets.