



Guy A. Blissett

IBM Institute for Business Value

Phone: (917) 224-9868

E-mail: Guy.Blissett@us.ibm.com

Website: <http://www.ibm.com/iibv>

Guy has 10+ years of business strategy consulting experience with IBM Corporation and previously PricewaterhouseCoopers Consulting. He has worked both globally and domestically with a wide range of companies on issues such as market-entry strategy, new product development, customer management, and logic-based pricing.

As global lead for Wholesale Distribution, Guy researches critical issues, key trends, primary opportunities, and major challenges in wholesale distribution. He develops IBM's point of view on the future of the industry, prioritizing key trends, and developing recommended responses, at both a strategic and tactical level.

In April, 2010, Guy was named a Fellow of the N.A.W. Institute for Distribution Excellence (N.A.W. = National Association of Wholesaler-Distributors), and works with the Institute researching wholesale distribution. In November, 2010 Guy published *Facing the Forces of Change[®]: Decisive Actions for an Uncertain Economy*, which prioritizes trends, issues and imperatives in wholesale distribution.

Guy has spoken at the following wholesale distribution industry events:

- Keynote speaker at the N.A.W. Executive Summit (2011)
- The Association for Hose and Accessories Distribution (NAHAD) 27th Annual meeting and convention (2011),
- Strategic Marketing Alliance (SMA) Member Owner Business Forum (2011)
- Associated Construction Distributors International (ACDI) Member/Vendor meeting (2011),
- Network Services Company shareholder meeting (2010),
- N.A.W. Billion \$ CEO Roundtable (2010),
- N.A.W. Large Company CEO Roundtable (2010), and
- N.A.W. Billion \$ HR Roundtable (2010).

Guy graduated from Ohio University in 1988 with a Bachelors Degree, and received his MBA from Duke University's Fuqua School of Business in 1999. Born in England, he currently lives in New York with his wife and two young boys.