

RICHARD M. BRANDT

DIRECTOR, IACOCCA INSTITUTE



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LEHIGH
UNIVERSITY



Dick Brandt is an international consultant, advisor and accomplished public speaker. He has had over 15 years of experience in managing international business operations, while serving in various Vice Presidential positions during a 25-year career at AT&T and Lucent Technologies. International operations for which Mr. Brandt assumed responsibility included all activities associated with sales, project implementation, technical sales support and staff in over 25 countries in Asia, Western Europe, Eastern Europe, the Middle East and Africa. These responsibilities led him to direct discussions of international business issues with world leaders such as the former President of the PLO, Yasser Arafat and Jiang Zemin, former President of the PRC. Mr. Brandt also served on the Board of Directors for five international ventures in Singapore, the PRC, India, Poland and Russia. He assumed the position of International Sales Vice President in 1989 and concentrated on opening up the Asia/Pacific market for AT&T starting with Korea and Taiwan. Dick then established several joint ventures and expanded operations to 15 countries in Asia by 1994. During this time, Dick led several hundred sales and support staff with hundreds of millions of dollars in annual sales.

In 1970, Dick Brandt began his career as a sales manager for Ohio Bell. Ten years later as a principal consultant for AT&T International in Dublin, Ireland, his international work began with the establishment of AT&T's first international company. Mr. Brandt spent over 14 years living and working overseas, beginning in Ireland and continuing in Italy, Australia, New Zealand, Hong Kong, and the Netherlands.

His personal and professional experience in marketing, team leadership, joint ventures and global business architecture and management has given him depth and perception that he brings to both the training room and his advice to corporate clients. Mr. Brandt has developed extensive seminar materials on various aspects of international work in the global marketplace. He earned his BS Degree from Kent State University, and he is a graduate of the Advanced Management Program at the Harvard Business School. He also served as a First Lieutenant in the United States Army immediately after his years at Kent State in the ROTC program. He spent two years on active duty at Fort Bliss, El Paso, Texas, and received the Army commendation medal for his work as the Public Information Officer. He then spent five years in the Army Reserves in Ohio.

Following his tenure at AT&T, Mr. Brandt has been able to devote himself to speaking and training engagements, having delivered lectures at Erasmus University in the Netherlands, Rome University in Italy, the World Economic Forum in South Africa, and Loyola University in Europe, plus training for Warner Lambert (The Sales Process in Japan), Bristol-Meyers Squibb (Doing business in Australia/New Zealand), Rohm & Haas (Asia Pacific Business Training), and Baruch College (Establishing International Joint Ventures).

Dick has been employed by Lehigh University for the past 18 years. He serves as the Director of the Iacocca Institute in the Office of the Vice President of International Affairs, and has been the Director of the renowned Global Village Program for Future Leaders of Business and Industry for 15 years. The Global Village Program delivers its learning through interactive courses, multi-cultural teaming experiences, business and organizational visits, executive round table discussions, themed panel and seminar sessions. Since its inception, this program has welcomed 1660 young leaders from 131 countries – all of whom are part of the Global Village worldwide alumni network.

In addition to delivering the International Business courses at The Iacocca Institute at Lehigh University, Mr. Brandt has also taught Business One for seven years at Lehigh's College of Business and Economics. He currently facilitates a session on international negotiations in the innovative Integrated Business and Engineering Honors Program. Additionally, Mr. Brandt has taught the Business Policy course in the Executive MBA Program at The Zicklin School of Business, Baruch College, and The City University of New York. He has also taught executive education programs for Long Island University.

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WHAT I HAVE DONE AND WHERE I HAVE DONE IT

- Started with the first international company for AT&T in 1980
- One year in Ireland to develop a Strategic Plan for An Bord Telecom
- Two years in Italy to structure a Major Accounts Sales Organization for SIP
- Two years in Australia to establish a National Sales Organization for Telstra
- One year in New Zealand to create a National Sales Organization and nationwide distribution chain for the New Zealand Post Office
- Three years in Italy and Greece to establish the first AT&T offices
- Four years in Hong Kong to run the Network Systems (Lucent) sales force for Asia
- Two years in The Netherlands for sales and product management in Eastern Europe, Middle East and Africa



SENZATIONS - CROATIA

THE PRICE OF SUCCESS - TECHNOLOGY JOINT VENTURES



JOINT VENTURES

- Cooperative Business Activity
- Two or More Partners
- Independent Company
- Preserve Their Identity
- Allocate Ownership
- Assignment Operational Roles
- Determine Financial Risks and Rewards



JV DRIVING FORCES

- Market Access
- Access to Financing
- Access to Capital (Building)
- Access to Labor
- Access to Technology
- Risk Reduction
- Regulatory Requirements
- Cost Savings



TECHNOLOGY JOINT VENTURES IN CARTELS

- AT&T OF TAIWAN
- TELFA IN POLAND



GOVERNMENT INITIATED JOINT VENTURES

- TELMOS IN RUSSIA
- ICIS IN SINGAPORE



MARKET ENTRY JOINT VENTURES IN MEGA MARKETS

- AT&T and City of Shanghai in China
- AT&T and LG in Korea
- AT&T and Tata Corp. in India
- AT&T and Italtel in Italy
- AT&T and Suharto Family in Indonesia



LOW TECH JOINT VENTURES AND DISTRIBUTORS

- Thailand factory for connectors and distribution terminals
- Japan VAR ventures for Intelligent Buildings
- UAE Services Joint Venture with Itisalat

