

**Neil Rackham**  
**Founder & Strategic Advisor**

Neil is best known as the author of the ground breaking classic, SPIN® Selling. Among his other books are 'Major Account Sales Strategy' and 'Rethinking the Sales Force', which are required reading at many leading business schools. All three books have been on the New York Times business best seller list and his works have been translated into 35 languages.

His other books include 'Managing Major Sales' and 'Getting Partnering Right: How Market Leaders Are Creating Long-Term Competitive Advantage'. Neil is known for his capacity to take complex issues and make them accessible and interesting, which results in his books consistently receiving wide acclaim from critics, academics, students and salespeople alike. He is also the author of over 50 influential articles on marketing, selling and channel strategy, published in academic journals and practitioner publications. His latest research, conducted in collaboration with Philip Kotler, the world's leading expert on the strategic practice of marketing, was published as the cover story of a special issue of the Harvard Business Review dedicated to Sales (July/Aug 2006) He is a Visiting Professor of Sales and Marketing at Portsmouth University and a Visiting Professor at Cranfield University.