

Interview #7

JAN	FEB	MAR	APR	MAY	JUN	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
JUL	AUG	SEPT	OCT	NOV	DEC	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	

Interview w/ Michael Berger

Marketing

* 1st domestic → international

Regional Director

* Ungrad (theater arts)

↳ wanted to start business

• looked abroad b/c better business prospects

• 100 months to Costa Rica (4 years)

• int. experience

• coffee shop, had a breakfast ↻

* cosmopolitan

travel / adventurer / curiosity / flexibility / emotional intelligence

* strategic element

vs tactical manager

↳ license management

• for different countries

• N. Asia

• Korea (9,000)

• Taiwan (5,000)

} understand current perspective

• PESTO

• SWOT

* understand country int. issues

↳ man-level

- company
- industry
- countries

↳ major customer comp.

• competition

• differentiate

• develop private brands

example
crisis for
7-11

↳ look through new feed

• parent company

• LOTE

• crisis

• implications

namely

↳ saw prop. to

Korean gov

↳ missile shield

• China - how

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Competition

- develop private brands
- ↳ country brands
- USA goods? or Asian goods?

understand financials/
econ/ operations

* balance scorecard

- customer
- finance
- operations
- financial

perspective

→ pricing royalties correctly

↳ using brands correctly

↳ bring suppliers/technology to solve

* brand management

- on going internal education
- seminar
- branding elements
- what are (+)

[a guide] "Bible"

* royalty

- % of total revenue
- different from
- Pizza Hut
- McDonalds

flat revenue (changed)

→ different from other

* leadership

- interest
- leadership boot camp
- college

⇒ high school

⇒ Key Club (Pine)

⇒ lit. gov of Key

- M&M interested in entrepreneurs
- business startups

hard to navigate

↳ compass tool for minimal direction

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* key: think about **CUSTOMER**

↳ NO linear path

↳ more **EXPOSURE** → intern. → volunteer → network

↳ KEEP ASKING QUESTIONS

go to events

- newsletters (sign up)

- Dallas Retail Association

- ↳ talk about their experiences & what is happening

- DFW Association for Training & Develop.

- ↳ monthly

↳ JOIN PROFESSIONAL SOCIETIES

FREE SEMINARS

↳ register for these through