

Dr. James A. Alexander

Services Business Thought Leader



Noted Services Expert

- 15-year successful track record helping organizations build successful services businesses.
- “Services Pundit” for the 2003 IBM Global Services Headlights program.
- Former, adjunct vice president of professional services for AFISM International (the global non-profit services association).
- E-business subject-matter expert for U.S. Commerce Inter-American E-Business Fellowship Program.
- University professor in the U.S., Mexico, and Europe: Currently an adjunct associate professor at the University of Maryland University College teaching e-marketing in the graduate college and an adjunct professor at the University of Maastricht teaching in their executive services marketing program for Philips HealthCare.
- Keynote speaker and workshop leader to business audiences around the world, including the U.S., Canada, Mexico, France, Austria, U.K., Sweden, Norway, Finland, Denmark, Australia, Japan, Malta, and Singapore.
- Contributing writer for *PS Village*.
- Contributing writer for the *Professional Service Journal*.
- Past contributing editor for the *Professional Services Leadership Report*.
- Past contributing writer for *Sbusiness* magazine.

Trusted Business Advisor

- Founder of Alexander Consulting, a professional services strategy firm. Global authority, consulting with companies such as 3M, Agfa, Alcatel-Lucent, Canon, Cisco, EDS, Emerson, Ericsson, Fujitsu, Kodak, Motorola, Philips, Qualcomm, Shell, Sony, and the U.S. Department of Commerce.
- Distinctive competency in helping organizations transition from product-centered companies to services-driven businesses.

Sales Authority

- 30 years field experience selling products, training and consulting, acting as key account manager, and managing sellers.
- Recognized as elite sales performer at both Upjohn and Xerox Learning Systems.

Trainer

- Experience building and facilitating training programs and learning systems since 1981.
- Skilled in all aspects of designing, delivering, and evaluating training success (doctorate in human resource development).

Pioneering Researcher

- *Transitioning Technical Experts into Trusted Advisors*. Alexander, James. May 2007. Alexander Consulting.
- *The State of Professional Services II: An Industry Comes of Age*. Alexander, James. December 2004. AFISM International.
- *S-Business: An International Study of Progress, Performance, and Best Practices*. Alexander, James. May 2002. AFISM International.
- *E-Business Report: An International Study of Progress, Performance, and Best Practices*. Alexander, James. May 2001. AFISM International.
- *High-Technology Professional Services: An Industry in Transition*. Alexander, James. February 2000. AFISM International.



Prominent Author

- Authored or co-authored over 100 articles, three white papers, and three books.
- New, highly acclaimed book, *Seriously Selling Services: How to Build a Profitable Services Business in Any Industry*.

Powerful Speaker

Jim's presentations are noted for the quality and innovation of the content and the expertise and energy with which they are presented. He is consistently ranked in the top 20% of all speakers. Audiences appreciate Jim's straightforward approach, engaging style, and to-the-point message. Backed by research, supported by personal experience, and laced with humorous examples, Jim's messages ooze with credibility. He immediately aligns with audience members, and they leave his sessions motivated for action. Jim's performance is best demonstrated by the number of clients who invite him to address their organizations again and again.

Presentation Topics

- Seriously Selling Services (based on his latest book)
- Transitioning from Free to Fee
- Reinventing the Services Organization
- The Magic of Marketing Services
- The 10 Commandments of Selling Services and Solutions
- Selling to the C-Suite
- Secrets of Super Sellers
- Turning Technical Talent into Trusted Advisors
- Creating a High-Performance Culture: Leadership Roles and Responsibilities.
- Leading the Transition from Business-as-Usual to Business-as-Exceptional

NOTE: Dr. Alexander also will tailor speeches, seminars, or workshops to address the critical issues of your organization.

Books

- *Seriously Selling Services: How to Build a Profitable Services Business in Any Industry*. Alexander, James. 2010. Dexter: Thomson-Shore.
- *S-Business: Reinventing the Services Organization*. Alexander, James, and M. W. Hordes. 2003. New York: SelectBooks.
- *The Knowledge-Based Organization: Four Steps to Increasing Sales, Profits, and Market Share*. Alexander, James, and M. C. Lyons. 1995. Chicago: Irwin Professional Publishing.

All of Jim's presentations are supported by his research projects and personal experiences.

Research Studies

- *Transitioning Technical Experts into Trusted Advisors*. Alexander, James. May 2007. Alexander Consulting.
- *The State of Professional Services II: An Industry Comes of Age*. Alexander, James. December 2004. AFSM International.

"Dr. James Alexander is an energetic, dynamic speaker who knows what he is talking about. He does his research and has all the facts about his subject matter. He has spoken at the annual SIA conference on two occasions and I highly recommend him."

*Claudia Betzner
Executive Director
Service Industry Association*

"Alexander is definitely a thought leader in professional services. Not only does he have a great base of knowledge, he is an excellent communicator."

*Patrik Melander
Director, Network Consulting
Ericsson Latin America*

"Jim Alexander is a true professional with extensive industry experience and the ability to get people to work together for optimum results. He is very dependable and always delivers to expectations. He also is a pleasure to work with."

*John Schoenewald
CEO
AFSM International*

"Jim Alexander's strong credibility as a consulting practitioner and his engaging presentation style combine to make him a big success in addressing my professional services team. He was a consummate professional throughout the process of planning and delivering a powerful message for a diverse audience."

*Rick Welch
Vice President,
Professional Services
RSA Security Inc.*

- *S-Business: An International Study of Progress, Performance, and Best Practices.* Alexander, James. May 2002. AFSM International.
- *E-Business Report: An International Study of Progress, Performance, and Best Practices.* Alexander, James. May 2001. AFSM International.
- *High-Technology Professional Services: An Industry in Transition.* Alexander, James. February 2000. AFSM International.
- "A Test of a Rapid Developer Model: Workplace Factors Associated with Learning and Development." Academy of Human Resource Development. Alexander, James. March 1999. Annual Conference Proceedings.

White Papers

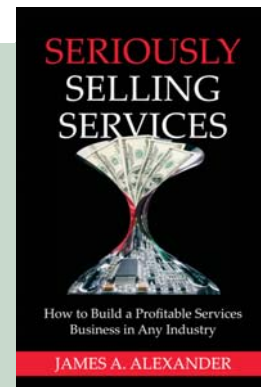
- "S-Business: Defining Today's Technology Services Business." Alexander, James, Fred Van Bennekom, Stephen Brown, Keith Goffin, Al Hahn, Steve Downton. August 2005. AFSM International.
- "S-Business: Defining the Services Industry." Alexander, James, Fred Van Bennekom, Stephen Brown, Keith Goffin and Al Hahn. October 2001. AFSM International.
- "The e-Impact on Business Performance: Leveraging the Internet for Competitive Advantage." Alexander, James. August 2000. AFSM International.

Articles

Articles and columns published in the following:

- *Professional Services Journal* (column contributor, 2003 to present)
- PSVillage newsletter (2006 to present)
- *PSO Insights* (2003 to present)
- AFSM International publications: *The Professional Journal*, *Professional Services Leadership Report*, *Sbusiness* (column contributor, 2000–2006)
- *Sofletter*
- *Line 56*
- *Computer Services & Support*
- *Sales and Marketing Management*
- *Quality Progress*
- Service Strategies newsletter
- Software Support Professionals Association newsletter
- Technology Professional Services Association newsletter

Jim Alexander has the ability to write everything from research studies to training text with clarity and purpose.



"Seriously Selling Services provides an unmatched, practical road map for senior executives who are ready to execute a serious services strategy."

*R. Gary Bridge
Senior Vice President
Cisco Systems, Inc.*

"Alexander's suggested approaches and practices really work. We've developed a services-led approach to driving software sales and seen a double-digit increase in margins by implementing the recommendations outlined in his book."

*Liz Murphy
Chief Client Officer
Datatel, Inc.*

"If you are serious about selling services, you need to read every page in this book."

*Eric Bakker
CEO
Computer Design &
Integration LLC*

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