

Antonella Harrison
Strategic Advisor/Business Consultant/Training coordinator



Unrivalled industry networking and strategic business vision

COMMON ISSUES AND CHALLENGES

- Who can facilitate entrance to this new market and engagement with customers there?
- What can we do to retain existing business and develop new business?
- Why shall we use your extensive network?
- When will we need to use your strategic long term view?
- How can we get better niche customer insight to develop adequate customer solutions?
- Which new markets and/or products should we develop?

THE BENEFITS of using Antonella Harrison

- Strong understanding and knowledge of the industry and the various market segments
- Extensive networking of contacts and strong industry reputation
- Flexible and cost-effective approach – ranging from 2-3 days/week to 1-2 days/month

HOW DO WE MAKE IT WORK

- Initial 3-6 day review with an outline Action Plan/Strategic Executive Summary
- Working closely with management, business development, sales/marketing teams
- Reviewing existing customer lists and products and identifying gaps/potential
- Preparing a list of recommended actions, areas of expansion
- Organizing joint meetings with potential customers to explain company offering, seek product interest and expand profile, possibly at major industry conferences/events
- Exploring non-core industry scenarios for potential business expansion
- Assisting with implementation of specific projects, through presentations or reviews

SERVICES

Customer Engagement

Industry networking introduction
Customer insight research
Strategic reports/summaries

Training and Coaching

Organizing and chairing events
Content packaging
Event coordination

Business Development

Performance/expansion reviews
New products project support
Competitive Landscape analysis

BACKGROUND

- ❖ With 23 years working in the fertilizer industry, Antonella has strong subject market expertise, a visionary understanding of the industry and unbeatable contact networking
- ❖ Antonella has worked in a variety of different environments/functions, initially in a small publishing company, then setting up her own small partnership company, then selling it to a large publishing company and continuing to manage the business there for 10 years, with sound product management work
- ❖ Antonella is well known and respected by key decisions makers in fertilizer companies, is an active member of the International Fertilizer Industry Association and has taken part of several UN/FAO initiatives towards the 2030 Sustainable Development Goals. Antonella has also organized and run unique industry training courses since 2008.

FURTHER INFORMATION

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PERSONAL PROFILE FOR ANTONELLA HARRISON

Introduction

Building on a 23 year long and successful career in the sector, Antonella has set up herself to work as a strategic advisor/business consultant for companies and associations in the fertilizer industry and related business fields. Passionate, energetic and results-driven, Antonella is a thought leader in the industry. With an enviable network of contacts, strong customer focus and subject market expertise, Antonella can provide visionary insight and understanding of the industry and help develop solutions that respond to customer requirements and achieve successful revenue targets.

Service Areas

- Customer engagement and industry networking
- Business plans/solutions development
- Independent customer insight research
- Communication, networking and events chairing/coordination
- Training and Coaching

Primary Capabilities

- Strong global network with excellent industry reputation
- Subject Market expertise
- Organizing and packaging information for different audiences
- Presentation delivery and chairing/organizing activities
- Strategic planning and action delivery
- Assisting with implementation of specific projects, through presentations or reviews
- Track record in organizing and running courses on the fertilizer industry

Preferred Activities

- Business Development
- Customer Focus/Insight
- Strategic planning
- Coaching/Mentoring

Core Offer

Antonella is a true expert in her field, having devoted her heart and soul to the fertilizer and related industries for over 23 years. Her extensive contact network fully recognizes her customer focus and passion for the industry. This, combined with her huge experience, strategic vision and engagement with all stakeholders in the market, makes Antonella a valuable partner in elaborating robust solutions to customer problems and successful business plans, strategies and tactics for the long term. Antonella can also help organize, develop and coordinate events and training initiatives.

Other Disciplines Offered

Performance review and expansion plans
Sales coaching/mentoring
New markets, services project support
Competitive Landscape Analysis

Primary Sector Experience

- Fertilizer Industry
- Publishing and Consultancy Industry
- Food and Agriculture Industry
- Shipping Industry
- Chemical contractors and equipment services
- Financial and Hedging services
- Governments, International Organisations (FAO, UN, CFS) and Industry Associations (IFA, AFA, TFI, TSI, FAI, GPCA)

Areas of Distinctive Performance and Value-Addition

- Organizing industry courses, chairing them and leading staff to deliver
- Networking with the industry and building relationship/profile for the company
- Developing business cases and solutions to problems
- Building internal revenue data and reviewing performance
- Creating energy and drive to deliver results

Notable Case Studies

- Partnership with Integer, a specialized consultancy company, to deliver forecast reports and supply/demand presentations to a specific audience
- Launch of Training courses on the Fundamentals of the Fertilizer business
- Creation, distribution and sponsoring of a fertilizer trade flow map, in partnership with the Fertilizer International Industry Association
- Involvement in several UN/FAO initiatives towards the achievement of the 2030 Sustainable Development Goals, including being a facilitator at the 2015 High Level Dinner of the FAO Council for Food Security
- Sale and integration of her own small publishing company to Reed Elsevier/ICIS in 2005

Qualifications and professional memberships

- Active member and ambassador of the International Fertilizer Industry Association since 2010 – member of IFA's Strategic Forum and of the Communicators and Agriculture Group
- International Political Sciences and Economics - Degree with Honour
- Chartered Institute of Bankers - exams in Monetary & Financial System, Law Relating to Banking Services, Accountancy

Employment Summary

- Strategic Advisor/Business Consultant, December 2015 to date
- Commercial Director Fertilizers, Head of Fertilizer, Managing Editor, ICIS/RBI, 2005-2015
- Director and owner, Decyfer Ltd, 1998-2005
- Deputy Managing Editor, Editor, Assistant Editor, CRU International, 1993-1997

Contact Details

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