



John Rainford

www.strawberryfields.com

“Strawberry Fields marketing input helped enormously with the launch of Shell Global Solutions”

Dr. Allan Samuel, Business Development Manager, Royal Dutch Shell

“Today’s revolution is the challenge of understanding and implementing strategies that give us true sustainable competitive advantage. Rainford is a true visionary, coaching world-class leadership skills in modern conceptual management thinking”

Paul Birch JP Dip. FCIM. MBA, Sec. North American Scholarship Association

“The only people we would not recommend Strawberry Fields to are our competitors”

David Jarvis, National Sales Director, Procace Distribution

Business mentoring, winning strategies, innovation and branding.

John attended executive courses at Kellogg Business School at Northwestern University in Chicago ranked No 1 in the world and Ivey Business School at Western Ontario University. At Kellogg, he was tutored by the world famous marketing guru, Philip Kotler. John is Chairman of the North American Scholarship Association, a UK alumni organisation representing scholars from Kellogg and Ivey Business Schools.

He has worked with innovation managers at the London Business School for the Boots plc, Lloyds TSB and Unilever. John has delivered workshops on Competitive Advantage for the Chartered Institute of Marketing and the Chartered Management Institute and writes articles for the Institute of Business Consulting. He is a business mentor and has been privileged to mentor the Young Entrepreneur of the year. John writes and delivers Creative Leadership courses for the Sheffield Business School as part of their executive MBA programme.

John is the founder of the European Innovation and Enterprise Academy. The European partners include leading Universities in the UK, Germany, Finland, Spain, Ireland and the Czech Republic. He is a keynote speaker at world conferences on Leadership, Entrepreneurship, Creativity and Innovation.

A visiting Fellow at the University of Birmingham Business School, he delivers courses for the International MBA, on “Creativity for Competitive Advantage” and “Entrepreneurship.”

Over 70% of John’s consultancy work comes from the private sector, he prefers to work with companies that want to reach the top of their game, and believes that anything is possible with the right approach.

“I enjoy working with companies that are willing to try something new. To date, there are no problems we haven’t resolved, and we give guarantees on expected outcomes. That’s our competitive edge and our unique competitive advantage.”

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