

## Dan Hammond

Director  
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Dan spent almost 20 years in international sales and marketing in two of the world's largest companies before joining LIW. He was a client of LIW's for 3 years as Managing Director of the Visioncare unit of Novartis in Australia and so has practical experience of using LIW's organisational leadership approach in a rapidly changing environment.

Prior to taking this role, Dan's career had been in senior marketing leadership roles in the field of medical devices. Having graduated in Mechanical Engineering, Dan cut his teeth selling computer services before heading to Milan to SDA Bocconi (one of the Financial Times Top 5 European Business Schools) for an MBA which he completed in Italian.

His engineering background and a passion for sales and marketing took Dan into a product management for joint replacements with Johnson & Johnson. His marketing roles for Europe, Middle East and Africa took Dan to over 10 countries working in cross-cultural and cross-functional teams to clarify and execute complex strategies covering both consumer and professional markets. He consistently exceeded his targets and was selected for a 2 year secondment in the US to lead the European side of the integration of a company following an acquisition.

Joining the Visioncare business unit of Novartis in 2000 gave Dan was a challenging leadership role at the Functional Manager level. Having an inspirational leader and at the same time creating his own successes and making his own mistakes inspired a belief in leadership as a transformational force. It was at this time that Dan started to study leadership as a discipline, becoming particularly interested in the role of humility, service and openness in leadership. Dan spent 4 months on a secondment in Shanghai leading the marketing team and working with store staff and optometrists in Shanghai and Guangdong where leadership tools were essential in seeing through the complexity and pace of the environment to achieve successful outcomes.

At LIW, Dan uses his experience to help the company to maintain and build its customer intimacy and also brings his experience as a CEO to LIW's clients through facilitation and coaching. He has facilitated for a number of clients including Macquarie, Johnson and Johnson and Transfield.

### Mini Bio

- Dan specialises in applying organisational leadership to achieve business development and customer service excellence
- Dan's international career has included responsibilities across Europe, US and China. He has been in marketing leadership positions in two of the largest global healthcare companies

### Qualifications

- MBA, Bocconi Business School, Italy
- Bachelor of Engineering, Bristol University, UK
- HBDI practitioner

