



PARTNERS IN MARKETING

February 2010 – Willy Lowel from AkzoNobel to Partners In Marketing (PIM)

Press release

As from 1 February 2010, Limburger Willy Lowel (51) becomes senior partner with marketing consultancy company Partners In Marketing (PIM) in Lommel. For many years, Lowel has held various commercial positions with AkzoNobel, world leader in coatings and construction paint.

Partners In Marketing is specialized in strategic marketing. The company from Lommel offers its customers complete solutions in the fields of advice and implementation. PIM is acknowledged for advice and training and is known for its result-oriented and pragmatic approach. Werner Bullen founded PIM in 2000, after which the company gradually became an expertise center for commercial and business strategy. PIM has obtained numerous international recognitions throughout the years. In 2007, Werner Bullen was appointed first non-Dutch Register Marketeer.

Willy Lowel was asked by Bullen to lead the implementation cell. "The most efficient process to make a company grow structurally, consists of three steps: a phase of analysis, planning and implementation. In each phase, PIM provides a considerable added value. PIM is a market research agency recognized by Febelmar. We conduct internal and external company and market analysis, clinical psychologist Anneleen Vandenberg leads this research cell. On the basis of these analysis, me and the director will outline a future-oriented strategy in agreement with the capacities of the company and the ambitions of the director. This is called strategic planning. Afterwards, the plan has to be implemented into practice and we coach the international commercial teams of our customer. More often our customers ask to accompany their sales representatives to their end customer and to coach these salesmen throughout the sales process. This activity will also be led by Willy Lowel", says Werner Bullen.

Willy Lowel says he was not surprised when Werner Bullen contacted him to ask if he would like to become senior partner at PIM. "I have known Werner for years and I have followed PIM from the beginning. The company has known a good and especially qualitatively strong growth curve. I noticed that a lot of large and also small companies cannot see the wood for the trees and are looking for a clear commercial vision. The directors who actually have ideas, are looking for assistance to commercially implement them. Together with the entire team of PIM I will fully commit myself in order to prove that we are the most result-oriented consultancy firm."





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Werner Bullen: "For many companies, small and large, marketing is still synonymous with advertising and communication. However, a good marketing strategy, which is comprehensive and affects every company function, is of utmost importance for companies to be successful and to secure their position in the market. It is a dilemma to determine whether your company exists thanks to your product or thanks to your customers. Nowadays, everybody has got a lot to say about creativity, customer service, one-to-one, and so on, but which company still takes time to strategically think about its added value on the market and to translate this analysis in a commercial and innovative company policy? A correct analysis of the market, a clear strategy and a consistent implementation of the business plan: a company surely can benefit from it. It is very important to approach the market in a proactive way, and not to wait until the customer -or even worse, the competition- takes initiative."

About Partners In Marketing (PIM)

Partners In Marketing is a family business from Lommel, founded in 2000 and with numerous international quality certifications for its services. Directors of SMEs as well as managers of international companies and the government make an appeal to the marketing expertise of PIM. PIM focuses on research, planning and implementation. Key point is the result-oriented approach, which is unparalleled in the world of marketing consultancy. Customers of PIM appreciate the personal approach of the offered services, the high flexibility and the good price-quality ratio.

PIM is also known for initiatives such as:

- the 'Best Marketing thesis of Flanders', a competition which the companies has been organizing for 9 years in collaboration with the marketing professors of the Flemish universities;
- the 'Marketing Boot Camp', a 360°-marketing training of 1 day;
- the 'Maximize'-program for multinationals;

PIM clearly has an international focus and closely collaborates with various universities and partners throughout the world. The company is acknowledged by a.o. Febelmar, the Flemish Government (consultancy and training), the Dutch Chamber of Commerce and is a member of Stichting Marketing, NIMA, CIM, and other professional associations.

More information on

- www.partnersinmarketing.eu
- www.marketingbootcamp.eu
- www.marketingthesis.be
- www.maximize.eu