

IUCAB SPEAKERS LIST

U S A



C.P.M.R. Bryan SHIRLEY
PRESIDENT and CEO



MEMBER OF NAMED BY:	MANA - Manufacturers' Agents National Association One Spectrum Pointe, Suite 150 - Lake Forest, CA 92630
TOPIC(S):	How to BUY-SELL-MERGE Rep. Companies REP vs. DIRECT Motivational Compensation for Outside Sales People
LANGUAGES:	English
EXPENSES - PAID BY:	inviting organization
TRAVEL	Flight or railway Business Class +
HOTEL	4 stars or equal
COSTS PER DIEM	Meal per diem
SPEAKERS'S FEE	for IUCAB organizations: none for NON-IUCAB organizations: none
CONTACT:	Bryan SHIRLEY MANA - Manufacturers' Agents National Association One Spectrum Pointe, Suite 150 - Lake Forest, CA 92630 T +1 949 859 4040 F +1 949 855 2973 E bryan@manaonline.org W http://www.manaonline.org

Bryan was born and raised in southern New Jersey, outside Philadelphia. He graduated from Virginia Tech (Mechanical Engineering and Marketing Management), and spent 22 years in the Rep business. As the CEO of Colrud-Lowery, a Representative firm covering a six state territory selling electro-mechanical and electronic components, he led a team of 20 salespeople and reached annual sales of \$ 50+ million.

Bryan served as an officer in both the Midlantic and Chesapeake Chapters for Electronic Representatives Association (ERA) and on the ERA National Executive Committee for five years and also chaired several ERA National Sales and marketing Conferences. He was the Manufacturers Liaison for the Manufacturer Members when they started to attend the ERA Conferences.

As a visiting professor at Arizona State University (ASU), he teaches *Motivational Compensation for Outside Sales 201* for CPMR certification for the Manufacturers' Representatives Educational Research Foundation (MRERF). Bryan is also a 1995 graduate of the CPMR program. He is a past Trustee and a Director Circle contributor to MRERF.

Bryan has been presenting since 1992 to various representative associations, sales organizations and manufacturers on:

- Strategic Planning for Any Size Rep Firm
- "Interview to WIN" A How To Guide for Line Interviews
- Buy-Sell-Merge of Rep Companies
- Marketing and Branding Your Representative's Firm
- Motivational Compensation for Outside sales
- Succession Planning . . . "now's the time"

- Establishing Effective Rep Councils
- Selling with Reps: Understanding How To Start It Up!
- He Value of Using Manufacturers Reps
- REP vs Direct - Myths and Realities
- Succeeding with Reps: Maximize the Rep Relationship (and Sales)

He also consulted to Manufacturers and Representatives on the above topics with emphasis on Rep succession-transition plans, and buy-sell-merge agreements.

In October 2006, Bryan accepted the position of President and CEO of MANA (Manufacturers' Agents National Association) and now resides in Newport Beach, California.

Bryan enjoys golf, snow skiing, woodworking, and fine food and wines.

MANA - Manufacturers' Agents National Association
One Spectrum Pointe, Suite 150
Lake Forest, CA 92630
T +1 949 859 4040
E bryan@manaonline.org
W www.manaonline.org