

Profile - Bill Liabotis, BSc (Eng.), MBA

- Designed, initiated and led an innovative segmentation project for international B2B market leader. The client reports results - focusing resources effectively on high value customers; greater cost containment; higher top line growth; and increased profitability.
- President and Director of the 500 member Toronto-based Strategic Leadership Forum (SLF), a not-for-profit organization focused on practical applications of strategic management and leadership. Instrumental in changing mindsets, Board structure and program offerings when the SLF changed status from a chapter of an international organization headquartered in Chicago to an independent Toronto-based entity.
- Visiting Professor of Strategy, European University, Brussels and Antwerp. Responsible for teaching a mature and multicultural student group.

Professor Liabotis has an outstanding competence in strategy and organization, a warm personality and brought a much-appreciated international experience into the MBA classes. He demonstrated an excellent understanding of theoretical and practical business and a realistic approach.

- Former Dean, European University, Brussels,
now International Management Institute.

- Assisted senior leaders in developing overall organization strategy, purpose and value proposition and advising on potential mergers and acquisitions.

Bill contributed significantly to clarifying our mission and business strategy. Margins strengthened as a result of increased alignment within the leadership team and the improved quality and speed of decision-making.

- CEO and Chairman, market leader in B2B sector.
- As the Canadian Research Director of a U.S. Paper/Packaging firm, applied transformational leadership to overhaul the capabilities of product development, technical customer service, and quality control.
- Developed innovative learning programs for technical and sales professionals for an international market leader. This initiative gained recognition as a major contributor to the client becoming the dominant supplier in a high growth market.
- Professor of Business Administration at Mohawk College, Hamilton, Canada. Recognized for the development of innovative international business programs. Also an active member of the College's management consulting group and departmental management team.