



MARK W. HORDES

## "The Change Champion"

*Speaker • Award-Winning Author • Consultant  
Outstanding Seminar Leader*

*Travels from Houston, Texas, USA*

***Why retain Mark Hordes  
as your next conference  
speaker or seminar  
leader?***

Mark Hordes is a principal with Mark Hordes Management Consultants, LLC, and is a well-recognized global business consultant, award-winning author, and coach to corporate executives. Over the past 25 years he has consulted with organizations all over the world and has been profiled in business journals and newspapers and interviewed on radio and television. He is the co-author of *S-Business: Reinventing the Services Organization*, published by Select Books.

Mark was also the winner of The Association for Service Management International (AFSMI) Writers Award for best professional services sales article for his feature article, "Best Day, Every Day, Rules for the Road for 'Getting to Yes' in Selling Professional Services."

Mark has successfully worked in all phases of the business: consultant, executive, Big Five partner, change management leader, executive vice president of professional services, international consulting vice president, and strategy advisor to U.S. and multi-national corporations.

Mark is a graduate of the American Graduate School of International Management, "Thunderbird." Additionally, he holds an MBA/MSW from Aurora University and a BS from the University of Houston. A keynote business conference seeker, he has presented at over 200 corporate events and industry meetings.

***What people are saying  
about Mark Hordes...***

"Mark, I stayed an extra day at the conference in order to hear what you had to say. I can tell you I was not disappointed. Your insights into the problems that organizations face as they try to move from a product-centric to a services-centric orientation were both interesting and thought-provoking. I readily identified with the examples you noted and will use the self-assessments tools you provide as a way of carrying this message to my company, as we refine and develop our services strategy."

*Fujitsu Technology Solutions, Inc.*

**Mark is consistently ranked in the top 10% of all speakers.**

“The Core Consulting Skills workshop provided me with valuable insights into the world of consulting. I enjoyed your presentation of the concepts and practical examples from your rich consulting experience. You were a great instructor! I liked your combination of reasonable rapid-paced teaching and quick hands-on exercises. It helped in maintaining a high level of interest throughout the workshop. All in all it was a great experience and a worthwhile workshop for me!

*Advisor, Business IT Interface Consultancy  
Shell Services International*

"I was very impressed with the seminar. Mark Hordes did a terrific job presenting the information on creating a services-driven business."

*Vice President, Services  
Automated Technologies, Inc.*

"An excellent workshop on consulting skills!"

*Managing Director  
Jefferson Wells International*

"Useful information on how to bridge the gap between services and sales and marketing, as well as the framework of the six business levers. Mark is

*Director, Global Support  
DHL World Wide*

**Most Requested  
Speaking and  
Workshop Topics:**

- Manage Change, or It Will Manage You!
- The Art of Becoming a Trusted Advisor
- Creating Professional Services Within Product Companies
- The 10 Commandments for Selling Professional Services
- Creating Culture Change to Create Common Fate and Shared Destiny Companies
- How to Build a Successful Consulting Business
- Creating Client Relationship Skills That Sustain the Test of Time

**Conference, Key-Notes and  
Meeting Presentations  
delivered by Mark Hordes**

How to Successfully Sell Professional Services. *Sony Products Sales Conference, 2006.*

Reinventing Services: Leading the Transition from Product Support Services to Professional Services. *Association for Services Management International Annual Conference.*

The 10 Commandments of Selling Professional Services. *Galleria Chamber of Commerce B-to B-Business Conference.*

Retaining and Recruiting Talent in a Competitive Marketplace. *IDEC Conference.*

Top Dollars for Top Dogs: Compensation Trends in the Big Five. *AMCA Conference.*

Build vs. Buy: Which Way Should You Go? *Kennedy M&A Conference.*

Managing Culture Change. *Chevron International Global Meeting.*

Managing Change. *Unilever Latin American Executive Conference.*

Strategies and Trends in Human Capital Interventions. *Johnson Companies.*

Global Team Building. *Abbott Latin America Global Meeting.*

Managing Change. *Andersen Consulting Executive CEO Change Forum.*

Customer Service at the Top. *International Customer Service Association.*

Benchmarking Against the Best. *Institute for International Research Seminar.*

White-Collar Productivity: Keys to Success. *Singapore Management Conference.*

Meeting the Measurement and Gain Sharing Challenge. *Renault Forum.*

Top 10 Secrets of Service Marketing. *Saudia Airlines Management Meeting.*

Building Successful High-Performance Teams. *Abbott International Conference.*

Transferring Knowledge Across Borders. *Asiatic Development Corporation.*

Innovative Approaches to Successfully Manage the People Side of Change. *Andersen Consulting.*

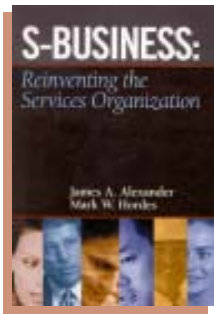
Transforming the Information Technology Organization. *Hoechst Basic Chemicals.*

Creating Leaders Who Deliver Results. *Micro Age Canada Executive Conference.*

Consulting Skills: Keys to Business Success. *Texas Commerce Bank Meeting.*

Selling with Insight. *Singapore Airlines Executive Conference.*

Power Leading. *Baxter Pharmaceutical Worldwide Conference.*



## **Books**

*S-Business: Reinventing the Services Organization*. Hordes, M.W. and James A. Alexander. 2003. New York. Select Books.

## **Articles and Media Coverage**

**“One of the best books I have ever read on the services industry.”**

*William Steenburgh  
Senior Vice President  
Xerox North American Solutions  
Group*

**“Insightful and thought provoking. A definite read for any service professional.”**

*Dan P. Wiersma  
Senior Vice President  
Sony Electronics*

**“A must-read for any executive in the services industry.”**

*Donald L. Peters  
Vice President of  
Managed Services  
Fujitsu Technology Solutions, Inc.*

“5 Questions” for Mark Hordes. MoneyMakers, *Houston Chronicle*, December 2007.

“Face to Face” with Mark Hordes. Managing Large Scale Global IT Change, *Houston Business Journal*, November 2007.

“Trusted Advisors are Made, Not Born.” The Money Journal, *Houston Business Journal*, September 2007.

“Memorial Man has Traveled the World Helping People Side of Change.” Feature article on Mark Hordes, *Houston Chronicle*, September 2006.

“Financial Advisors Need to Become True Trusted Advisors.” The Money Journal, *Houston Business Journal*, 2006.

“Communications is Key for Managing People.” *Houston Business Journal*, June 2006.

“Creating a Truly Remarkable Professional Services Marketing Approach: Six Steps to Success.” Hordes, M.W. and James A. Alexander. *The Professional Services Leadership Report*. AFISM International. June 2002.

“Sell the Product with the Service.” Hordes, Mark. *Houston Business Journal*. April 2002.

“The 10 Commandments of Selling Professional Services.” Hordes, M.W. and James A. Alexander. *The Professional Services Leadership Report*. AFISM International. March 2002.

“Creating a Partnership Relationship in Recruiting Top Talent.” Hordes, M. W. *Sbusiness*. AFISM International. January 2002.

“Building an Executive Search Partner Relationship: Winning Secrets for Recruiting Strategic Top Talent.” Hordes, M.W. *Sbusiness*. AFISM International. November 2001.

**Mark is a highly  
acclaimed business  
services author and  
columnist.**

“Leading and Managing the Professional Services Firm.” Hordes, M.W. *The Ransford Report*. November 2001.

“Unlocking the Secrets of Professional Services Marketing.” Hordes, M.W. *The Professional Journal*. AFSM International. June 2001.

“Eight Effective Ways to Communicate Your Consulting Results.” Hordes, M. W. *The Ransford Report*. June 2001.

“Downsizing in the Consulting Industry.” Hordes, M.W. *Consulting News*, a Kennedy Publication. June 2001.

“Eight Golden Rules for World-Class Executive Recruiting.” Hordes, M.W. *The Houston Business Journal*. August 2001.

“Best Day, Every Day: Rules of the Road for ‘Getting to Yes’ in Selling Professional Services.” Hordes, M.W. *The Professional Journal*. AFSM International. January 2001.

“The New Wealth-Building Model.” Hordes, M. W. *Consulting Magazine*, a Kennedy Publication. May 2000.

“The Power of Participative Management: Steps to Success.” Hordes, M.W. *Productivity Magazine*. December 1999.

“A Primer for Global Start-Ups.” Hordes, M.W. *The Academy of Management Executive Journal*. March 1998.

“Measuring the Sales Organization.” Hordes, M.W. *Corporate Meetings and Incentives Journal*. May 1997.

“The Challenge of Change.” Hordes, M.W. *International Customer Service Journal*. November 1996.

“Trends in Human Resource Management.” Feature Interview. *HR Perspectives*. June 1995.

“Leadership in Service Quality.” Interview. *American Express Magazine*. Oct. 1994.

“Evaluating White-Collar Work.” Hordes, M.W. *Singapore Strait Time*. Nov. 1994.

“White-Collar Improvement: A Success Story.” Hordes, M.W. Singapore National Productivity Board. November 1992.

“White-Collar Improvement.” Hordes, M.W. *Renault Internal Publication*. Paris, France. June 1990.

“Customer Service at the Top.” Hordes, M.W. International Customer Service Association.

“White-Collar Productivity.” Hordes, M.W. National Productivity Association of Singapore.

“Meeting the Gain Sharing Challenge.” Hordes, M.W. Society for Human Resource Management.

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