



Lorraine D. Segil

Lorraine is a seasoned senior executive with general management experience and a world renowned level of expertise in the creation, implementation and management of complex business alliances in multiple industries including healthcare, technology, consumer products, manufacturing, aerospace, financial services and more. She also has startup and turnaround experience, and a strong track record for speedy and innovative problem solving, enabling buy-in for complex change management and cultural change efforts.

Ms. Segil is a member of the Board of Citizens Communications (Stamford, CT), a Fortune 1000 company where she sits on the Nominating and Governance Committee and on the Audit Committee.

Ms. Segil is Partner Emeritus and was formerly owner and director of Vantage Partners, a privately held consulting firm with expertise in building competency in both internal and external relationship management. Vantage Partners evolved out of the Harvard Project on Negotiation. Its partner/directors have authored many books including *Getting to YES: Negotiating Agreement Without Giving In* and *Difficult Conversations: How to Discuss What Matters Most*. Segil has served Global 100 and Fortune 500 companies assisting them to create and manage their critical business relationships with suppliers, alliances, joint ventures or channel partners. She now consults individually with senior executives and companies worldwide.

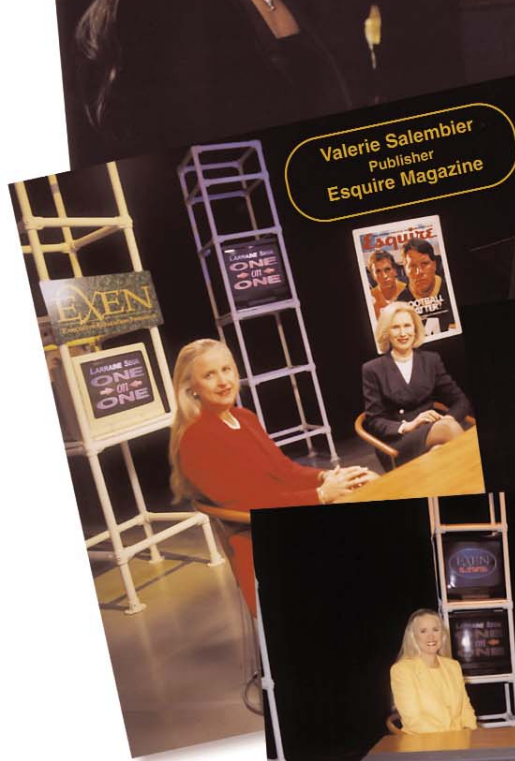
Ms. Segil is a senior research fellow at the IC2 Institute at the University of Texas, Austin; serves on the Entrepreneurs Board for the UCLA Anderson School of Management, is on the board of The Los Angeles Regional Technology Alliances (LARTA) representing 35,000 Southern California early stage technology companies, and has been recognized by *The Financial Times Knowledge Dialogue Group* and *The Corporate Strategy Board* as a thought leader in alliances. Ms. Segil teaches executive education at The California Institute of Technology, (Caltech), Pasadena CA, where she has presented a two day program on 'Global Alliances' for the past 23 years.

Born in South Africa, Ms. Segil immigrated to the USA in 1974. She was formerly CEO of an advanced materials company providing products and services to aerospace and electronics manufacturers worldwide. She co-founded a California Thrift and Loan company as well as a series of free standing ambulatory care clinics providing medical services, and previously practiced international corporate law. Prior to joining Vantage Partners, Ms. Segil co-founded The Lared Group, an international consulting firm helping companies develop and maintain successful domestic and global business alliances.

Ms. Segil is a regular commentator for CNN and CNBC and presents keynotes on domestic and global alliances, mergers, and critical customer supplier, channel, and outsourcing relationships. Ms. Segil is the author of numerous books, including *Intelligent Business Alliances*, *Fast Alliances.com: Power Your EBusiness*, *Dynamic Leader*, *Adaptive Organization: Ten Essential Traits for Managers*, and *Partnering — The New Face of Leadership*. Her latest book, *Measuring the Value of Partnering*, is the first on Alliance Metrics. She has also authored a novel, published by Penguin Books. Ms. Segil holds MA, JD and MBA degrees.

Keynotes and Speaking Topics

LARRAINE SEGIL ONE ON ONE with . . .



Keynotes and Speaking Topics

Lorraine Segil

A partial list of speaking topics includes:

- ▶ Alliance Overview | *Why, What, When and How?*
- ▶ Alliance Management | *Critical Success Factors*
- ▶ Negotiating Strategic Alliances
- ▶ Launching an Alliance | *First Step Toward Success*
- ▶ Implementing Alliance Metrics
- ▶ Partnering with Competitors
- ▶ Using Alliances to Power e-Business
- ▶ Best Practices in Supplier Relationship Management
- ▶ Best Practices in ISV (Independent Software Vendor)
- ▶ Key Customer Relationship Management (KCRM)
- ▶ Leaders with Integrity
- ▶ The Ten Traits of Dynamic Leaders and Adaptive Organizations
- ▶ Managing Internal Boundaries | *Partnering within the Organization*
- ▶ Brand-building and the Internet
- ▶ Industry-specific Alliance Keynotes | *Telecommunications, Health Care, Life Sciences, and more*
- ▶ Customized Topics

“*Your contribution furthered the Drucker Foundation mission to lead social sector organizations toward excellence in performance. You were enormously generous to share your time, wisdom, and inspiration with the leaders at our conference. You made a difference during these challenging times.*”

ROB JOHNSTON, PRESIDENT & CEO | *The Drucker Foundation*

Inquiries regarding speaking engagements may be directed to: **LARRAINE SEGIL** at 310 678 1499
lsegil@aol.com
www.lsegil.com

Testimonials from Top Executives on Lorraine Segil

“Lorraine is unbelievable! She is a very special instructor who is brilliant and yet has a presentation that I can follow.”

BARBARA NEWELL, CEO | Penofin Performance Coatings, Inc.

“Lorraine’s expertise and style is stellar; her real-life examples were great! This program is excellent across the board!”

TREVOR FAILOR, MANAGER | North American Channels and Vendor Alliances

“One of the best! It was like going to the mountain top and talking to the burning bush!”

ROSS HANSON, DIRECTOR, SUPPLIER MANAGEMENT AND CORPORATE PROCUREMENT | Entegris, Inc.

“The content of the session was excellent...the right level of detail, and very relevant in today’s business climate.”

FREDERICK SCHREINER, DIRECTOR | Boeing Launch Services

“Lorraine Segil’s structured approach to international strategic alliances was an eye opener for me. This certainly will have a major impact on the way we will set up and manage the Leica family in the future.”

MARKUS RAUH, PRESIDENT & CEO | Leica, (Switzerland)

“Lorraine’s program is wonderful, wish I had been able to take a course like this sooner — years ago! The content would be difficult to improve — well polished and relevant. Lorraine is the best — appealing style, polished, doesn’t present as though this is old/tiring.”

LESLIE LAMBERT, DIRECTOR | iPlanet IT (Sun/Netscape Alliance)

“Lorraine’s insights are practical, useful and gave me a great deal of ‘food for thought’ in our activities in port management, shipping & containers in Mainland China.”

MARIE HENG, MANAGING DIRECTOR, | Dove Kim Terminals Holdings Ltd., Singapore

“A fascinating and perceptive presentation of complex issues — Lorraine provides a powerful and pragmatic process which may be used to facilitate a generation of effective alliances.”

ALAN CHANEY, MANAGING DIRECTOR | Telemedia Systems Ltd., England

“We are very honored to have shared the many experiences of a very knowledgeable, clever and articulate person as Lorraine.”

COLIN CARMICHAEL, I.T. MANAGER | Sun Microsystems, Microelectronics

“...As one of your previous Caltech executive program attendees and now having taken many of the courses offered, I can honestly say yours still tops the list. Additionally, I have found the follow-on “One-on-One” communiqués to be very enlightening...”

STEVE SCOTT | Harris Corporation

“Your course was excellent. Thank you”

DENIS A. CORTESE, M.D., PRESIDENT & CEO | *Mayo Clinic*

“Lorraine is attentive, organized & keeps to the schedule. I could spend a lifetime learning from this instructor!”

JEFF ALEXANDER, SR. PROGRAM MANAGER | *SEMPRA/SDG&E*

“The presentation was excellent throughout.”

ROBERT LYONS, PRESIDENT & CEO | *The Bilco Company*

“The content was very good. Lorraine’s presentation was excellent, and very professional.”

JOHN DZUNG, SENIOR RESOURCE MANAGER | *Motorola, Inc.*

“The session was put together very well. Lorraine is one of the best...”

LEE YOUNG-JIN, EXECUTIVE DIRECTOR | *Arvesca Corporation*

“Exciting presentation, including many case studies and tools for managing alliances”

WATARU KARINO, RESEARCH AND DEVELOPMENT | *Terumo Company*

“The tools and methodology for assessing and implementing various types of alliances was valuable, and applicable to my job.”

ANNA WEIDMAYER, BUSINESS DEVELOPMENT MANAGER | *Glatfelter*

“The presentation was practical, insightful, and relevant. The materials were very well thought through.”

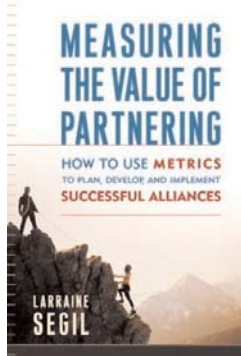
STANLEY BURSON, PRESIDENT | *Omega Polymer Technologies, Inc.*



Brighton Landing West 10 Guest Street Boston, MA 02135 T 617 354 6090 F 617 354 4685

www.vantagepartners.com

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Measuring the Value of Partnering: How to Use Metrics to Plan, Develop, and Implement Successful Alliances

by Lorraine Segil

Why metrics?

Measurement is intrinsic in everything we do. Simple comparison and contrast is an everyday event from the time we were children. The concept of measurement for managers is natural-if not an underutilized and misperceived aspect of managing their businesses, large or small. Measuring alliances is therefore the everyday arithmetic of business-not physics, just basic math using concepts and numbers.

“Many managers believe that if you can’t measure it, it doesn’t exist. I don’t agree. You can measure many aspects of alliances. However, there is also an element of art in an alliance, the magic and the flow of what happens when partners come together. This book speaks to what can be measured, as well as the more unique elements of alliances that fall into the realm of the art of alliance management.

Here’s how we will think about alliances and alliance metrics in this book: First, we will look at the life cycles of an alliance and introduce you to an approach called the MindshiftSM approach that you will find very useful. Then, we will examine the two main groups of alliance metrics. The methodology ensures that you don’t leave out a critical metric that could be helpful in making your alliances more successful.

You’ll learn the best approach to alliances by means of seeing them as a continuum of activities, rather than only a huge effort at the front end, with heavy negotiations and diminishing energy over the life of the alliance. The alliance development metrics will assist you to put the emphasis where it should be — not leaving out any area in the process of conceptualization, to planning, to partner qualifications and evaluation, to launch.”

“Alliance metrics have always been the black box of the science and art of managing business relationships. Now for the first time, Segil has opened that box and revealed the secrets of what great companies do to create value across the lifecycle of internal and external business relationships with suppliers, partners and customers. Her methodologies provide valuable insights and a detailed approach to relationship metrics.”

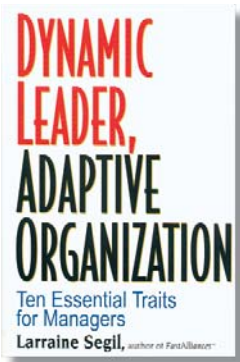
IRV EPSTEIN, VICE PRESIDENT CORPORATE ALLIANCES | Unisys Corporation

From Amazon.com

“Timely and practical, *Measuring the Value of Partnering* provides the tools for making any alliance work to maximum organizational advantage.”

“Weaving these and other real-life examples together, Author Lorraine Segil helps readers develop the appropriate metrics and then shows how and when to use them accurately and intelligently to achieve the greatest impact.”

“*Measuring the Value of Partnering* gives readers a system for measuring a relationship’s contribution at every stage of the alliance, from creation to implementation to termination. This essential book features case studies drawn from interviews with key players at companies like IBM, Hewlett-Packard, Starbucks, Staples, and Hyundai.”



Dynamic Leader, Adaptive Organization: Ten Essential Traits for Managers

by Lorraine Segil

Acclaim for Segil's Ten Revolutionary Traits. Shows how to stop repeating the mistakes of the past while clearing the path for an energetic and results-oriented future.

Comments from business leaders

“Lorraine’s thought leadership in alliances has added great value to our relationships at Compaq. Now she has created something new in the overcrowded field of leadership advice. What differentiates Lorraine’s insights is that whatever she recommends, she has done herself. This book shows how to stop repeating the mistakes of the past while clearing the path for an energetic and results-oriented future.”

JEFF CLARKE, CFO AND SENIOR VICE PRESIDENT FINANCE AND ADMINISTRATION | *Compaq Computer Corporation*

“Attracting and retaining great people means giving them a place to grow and reach their dreams. Every CEO strives to achieve this goal. New ways to make it happen were scarce. Until now: Lorraine Segil’s formula will accelerate the desired results. Lorraine knows her stuff in the area of alliances and has provided great value over many years to the senior executives of Butler Manufacturing and our customers. When she recommends an approach, we listen. Dynamic Leader is no exception.”

JOHN HOLLAND, CHAIRMAN AND CEO | *Butler Manufacturing*

“Fast-growing, high-growth companies like ours need decisive and courageous management. Lorraine Segil’s matrix™ is exactly what we want from our people and our company as our culture evolves and the demands on us increase. It’s a clear mandate for the present and future of Paypal.”

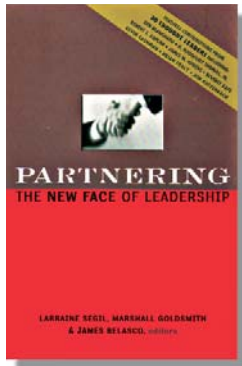
PETER THIEL, CHAIRMAN, PRESIDENT, AND CHIEF EXECUTIVE OFFICER | *Paypal*

“Leadership is an abused term. Lorraine Segil has it right. Her matrix™ adds real value to this field of management. Plus she writes really well — Dynamic Leader is a pleasure to read with substance — excellent value!”

WARREN BENNIS, UNIVERSITY PROFESSOR AND DISTINGUISHED PROFESSOR OF BUSINESS ADMINISTRATION, USC, AND AUTHOR OF THE FORTHCOMING GEEKS AND GEEZERS

“In the financial and investment world, people who produce results are essential to the success of the enterprise. How to reward high achievers in ways that create loyalty and commitment is a continual challenge. Segil has the formula that will create loyalty in high achievers and keep the organization aware, intelligent, and responsive. In turbulent times — whether the market is up or down — you could hardly ask for anything more than Segil’s approach.”

ALEXANDRA LEBENTHAL, PRESIDENT | *Lebenthal & Lebenthal*



Partnering: The New Face of Leadership

by Lorraine Segil, James Belasco, Marshall Goldsmith

The future of business growth is in the partnerships that companies and their executives form. Partnering explains how critical it is for business leaders to “partner” effectively, and features original contributions from more than 30 thought leaders, including such luminaries as Ken Blanchard, Jim Kouzes and Brian Tracy. Topics cover: Building Successful Organizations through Partnerships, Partnerships and Teambuilding, Becoming a Global Leader Through Partnerships, and The Leader as Partner.

American Management Association comments,

“What does leadership partnering mean for business in the 21st century? Throughout the book, one message resounds: for today and tomorrow, successful leadership demands breaking down traditional boundaries and forging strong connections — with direct reports, managers, customers, suppliers, and competitors — grounded in mutual dependence and mutual gain. Wide-ranging and thought provoking, PARTNERING is a powerful exploration of leadership — in vision and in practice — for business and life in the new millennium.”

Harvard Business School reports,

“This edited volume on leadership has a little bit of everything. A wide variety of consultants and academics weigh in on partnerships in four broad areas: within organizations, within teams, globally, and one-on-one. Of special note are two chapters by Harvard Business School professors D. Quinn Mills and Robert S. Kaplan. Mills teamed with three European and American co-authors for a chapter on the different leadership styles that Europeans and Americans adopt. (The main difference: Gun-slinger, lone ranger-type leaders are rare in Europe. “European leaders ...know that in the long run they can be successful only if they gain respect as a member of a group.”) Kaplan, with co-author David P. Norton, provides a fine chapter reporting on their Balanced Scorecard system of measuring organizational performance.”

Amazon.com customers say,

“A MUST read for any business...Great book! Partnering is the way to do business now and in the future. The book is a fine collection of tools and strategies in leadership and management. It's educational, inspiring and engaging at the same time. A must read for anybody who manages fast paced competitive businesses.”

“What the future of leadership should be. This is a book for people who are concerned for building a better future. As someone who has spent a great deal of time studying leadership, I find the focus on doing it better that is found in this book to be quite refreshing. Here we move beyond evolutionary changes to ideas that are quite revolutionary. This is not a book about maintaining the status quo power structures. This is a book about creating new leadership styles where partnership with knowledgeable workers will be needed to ensure organizational success.”

“The command and control style of leadership is coming to an end. For a leader to succeed in the future they will have to rely on their ability to pull together the talents of many individuals. This will be a leader who respects others, who helps coach and develop real talent, who shares success, and who continuously reinvents her/himself. The book gives us hope for a future where we can be productive without sacrificing our humanity.”



FastAlliances: Power Your E-Business

by Lorraine Segil

This book is the first one to slice and dice the deliverables for business development and alliances in the Internet world and present the tools to create these swift and decisive relationships. What this book will show you is how to take the short experience of the new economy and combine it with selected experiences from alliances of old. Flexibility and change must be woven into your actions because the field is too new to have well-oiled lessons. You will learn to create your own customized formula that works, tailored like everything else in this world especially by you and for you. These are targeted approaches to the alliance world, different from the methodology examined in Lorraine Segil's first book "Intelligent Business Alliances" (Times Business, Random House, 1996).

From Business Age

"This book manages to hold the reader's attention. Worth a look."

From Harvard Business School

"Lorraine Segil demonstrates how business development and alliances have morphed into swifter, sleeker corporate and operating functions — which she has trademarked with FastAlliances. In eight steps, the author explains how to grow your business and increase cost efficiency in the e-economy through tactical mergers with Internet-enabled companies. Key points are illustrated with both positive and negative examples from companies that include Compaq, Sun, Disney, Go, Kodak, MP3, and Stamps.com."

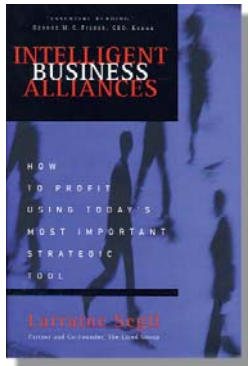
From Amazon.com customers

"Lorraine Segil's previous book Intelligent Business Alliances was read by several of our partners and became our roadmap for integrating international alliances into our worldwide business development strategy. Now four years later she has given us a whole new way to develop e-business relationships."

"For fans of previous Segil books, you will really enjoy this one. What's great about this book is that it's written by someone who has actually had to make alliances work herself and she clearly understands where the pitfalls lie and how to avoid them."

"Lorraine Segil has proven her business savvy once again by applying her expertise in alliances to the Internet economy. This is a must read for anyone who is making deals on the web today. Her virtual business strategies and examples are dead on target, no matter where your physical business is based. I've been building businesses on and offline for the last 10 years and I recommend this book to anyone who wants a better understanding of how to put "business development" deals together."

"The hybrid title obviously fuses two very important words: "fast" and "alliance." It is Segil's assertion (and I totally agree) that the e-commerce business world has turned many old rules on their heads...You have to be ahead of the [other] players in this game. FastAlliances can be the tool — the approach that helps you reinvent a small part of your organizational structure if you are a traditional (not new Internet) company."



Intelligent Business Alliances: How to Profit Using Today's Most Important Strategic Tool

by Lorraine Segil

Alliances between companies have become a major competitive tool, allowing companies to exploit their complementary. However, many companies mishandle their alliances, wasting money, time, and effort. Now, international business consultant Lorraine D. Segil shows how to establish and manage profitable alliances.

From Publishers Weekly

“Knowing the place of partners in the corporate life cycle and their cultures and strategies is critical for creation of a successful arrangement. The author advocates the SWOT (strengths, weaknesses, opportunities, threats) analysis technique and presents a variety of considerations for companies contemplating an international alliance...managers at both large and small companies could learn much from following the book's prescriptions.”

From bestselling business author Ken Blanchard

“A breakthrough.”

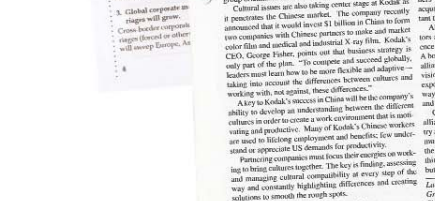
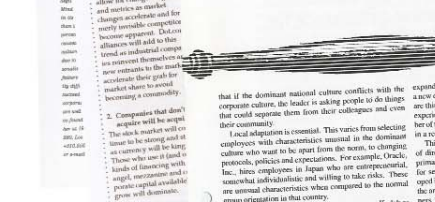
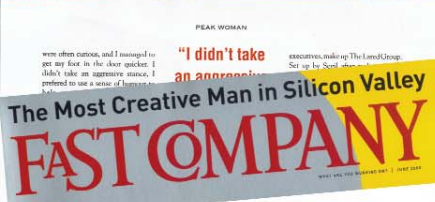
From Amazon.com customers

“This book is a must read for anyone who uses alliances. Segil's methodology is straightforward and her keen insights are right on the mark. I am eagerly waiting for the release of her new book, “FastAlliances: Power Your E-Business” which is to hit the stores in January, 2001. I know this book will have a great impact on the way we do business in the new economy.”

“In-depth. Informative. A must-read, especially in light of today's e-economy. She's the expert!”

“I am responsible for my company's strategic development activity. As such, I recognize that prudent strategic alliances serve as the lifeblood of a successful organization. Looking for advice, I called my colleagues at the Harvard Business School. They recommended Ms. Segil's book on strategic alliances. Her book, Intelligent Business Alliances, became our proverbial “how-to” guide for our strategic development endeavors. I am happy to report the completion of a number of beneficial and synergistic relationships. Ms. Segil's work helped craft, hone and execute my company's strategic vision.”

“This is one of the most useful books I have read on this subject. Outstanding. It is practical and obviously written by someone who has actually created and serviced such alliances.”



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STRATEGIC PARTNERING OFTEN CAN ACCOMPLISH WHAT M&AS CAN'T.

Partner Personality Profile: Oracle and Sun
Are You In an Intell...

The Future of Alliances ... Predictions for 2000 and Beyond
by Laraine Segal

Great Leadership

Picture Perfect

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Great Leadership

Picture Perfect

Picture Perfect

Picture Perfect

PEAR WOMAN
"I didn't take an aggressive stance, I preferred to be a voice of reason."

of the whole organization or just those within each unit or division? If you're not clear on this question, you're not fully leveraging its information on its customers' behavior. It may be a good reason to acquire a target company since in the transaction process the acquiring firm could process the information to derive data-mining methods to derive increased value from the relationship.

1. **Fast Alliances will create value.** Alliances will last a shorter time and change more often within that time. They will have to meet short-term goals, have concrete and measurable objectives and frequent communication. Deal structures will add to the value of the alliance. Deal structures will add to the value of the alliance. Deal structures will add to the value of the alliance.

2. **Companies that don't acquire will struggle.** The idea is to market on time to be strong and to be a customer will be long. Those who are using it in a number of ways with single, multiple and is potential available. It will be a dominant force.

3. **Global corporate strategies will grow.** Cross border corporate strategies will grow. It will be a dominant force.

4. **Cultural issues will be a major factor.** Cultural issues will be a major factor. Cultural issues will be a major factor.

STEREOTYPES are tossed aside when Laraine Segal's mind takes over. It's a man's world, she says, but she's not just a woman in a man's world. She's a woman who's not just a woman in a man's world. She's a woman who's not just a woman in a man's world.

LARRAINE SEGAL
Great Leadership

Leadership is not something that is innate. It is both learned and created by the challenges that we face. Leadership is not something that is innate. It is both learned and created by the challenges that we face.

together and has been received by the business community. A number of 20-year-olds who work for Microsoft, Segal is married to an entrepreneur, Beverly Hills. Her family are all in the subject. Segal's success of over 250 companies shows that companies have a major personality types that are determined by their stage of development.

Alliances can take from a few weeks to several years to complete. "Season alliances tend to be done quickly, usually in less than two years, due to the short product life cycle."

The professional deals usually involve pharmaceutical companies. Due to the length of time taken to develop products and the necessary elements required before a drug can be marketed, pharmaceutical companies are often in a position where they need to establish alliances to be successful. Segal advocates a team approach. "People who manage alliances manage the levels of the company," she explains.

Articles of Interest

Featuring Contributions from Lorraine Segil

Velocity

Third Quarter 2006 | *“Changing the Rules of the Supplier-Customer Game: Part Two”*

CFO

May 2006 | *“Try Before You Buy”*

Business Finance

April 2006 | *“Alliances: How To Get Desired Outcomes”*

Velocity

Second Quarter 2006 | *“Changing the Rules of the Supplier-Customer Game: Part One”*

M&A Today

January 2006 | *“Alliances vs. Mergers”*

Agenda

January 2006 | *“Directors Ditch Boardrooms for Company Trenches”*

Supply & Demand Chain Executive

November 2005 | *“Turning Supply Relationships Into Valuable Partnerships”*

Christian Science Monitor

February 11, 2005 | *“Evolving Saga of America’s CEOs”*

CBS News/Associated Press

February 9, 2005 | *“Fiorina Remains Silicon Valley Standout”*

CRM Guru

February 7, 2005 | *“Golden Rules of Alliances”*

Financial Executive

December 2004 | *“Partnering: Measuring What Matters”*

Harvard Management Communication Letter

August 2004 | *“Trying It On For Size”*

Electronic Business Magazine

July 2004 | *“In Search of Partner for Possible Long-Term Relationship”*

Strategic Communication Management

April 1, 2004 | *“Practical Negotiation Principles”*

Supply Chain Management

April 2004 | *“Alliance Builder”*

Business Finance

March 2004 | *“Strategic Alliances: How to Manage, How to Measure”*

Business Week Online

February 2004 | *“Fine Tune That Alliance”*

Harvard Management Communication Letter

October 2003 | *“Is Negotiation a Core Capability Inside Your Organization?”*

CFO.com

September 2003 | *“Doubly Blessed”*

ChiefExecutive.com

September 2003 | *“Sleeping With the Enemy”*

CIO

August 15, 2003 | *“Building Alliances That Stick”*

MSNBC News

May 26, 2003 | *“Bumps Abroad: Starbucks Chief Sees Overseas Profit in ‘04”*

VAR Business

May 12, 2003 | *“HP at One, From Integration to Execution”*

InsightMag.com

February/March 2003 | *“Far-Sighted CFOs Wanted”*

Forbes

July 18, 2002 | *Five Keys to Creating Successful Strategic Alliances”*

IT Malaysia

March 2001 | *“Making Hospitality Industry More Hospitable”*

Entrepreneur

March 2001 | *“Steps to Success”*

Fast Company

November 2000 | *“She’s the Real (Internet) Deal”*

M&A Today

Special Issue | *“Ten Mistakes in Creating Alliances”*



Brighton Landing West 10 Guest Street Boston, MA 02135 **T** 617 354 6090 **F** 617 354 4685

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