

## *Consultant profile*

### *Sue Bohane*

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*Lawyer, salesman, marketeer, manager, trainer, consultant.*

**Sue Bohane** graduated in Economics and Law and studied for the Bar Qualifying Exams at Grays Inn, choosing to use her legal training in a career in industry.

Having joined IBM as a Business Controls analyst, Sue moved into hardware sales, supporting a number of IBM's major accounts. After several successful years "on quota", Sue moved to manage a team of professionals responsible for the country-wide marketing of IBM's flagship mid-range server, the AS/400. In this role Sue designed and executed successful marketing campaigns both internally, to IBM's sales force and externally, to IBM's clients.

Sue joined the IBM Business School in order to share her considerable skills and experience. She designed and delivered courses to improve the effectiveness of IBM's sales force and, subsequently, to train the sales forces of major IBM clients. She is a highly regarded teacher and a popular classroom practitioner.

Sue is now a freelance professional, as a consultant and a trainer of effective selling skills. She has worked with a wide spectrum of commercial clients, including IBM, Royal London Insurance, Nokia, Sony and British Airways. A founder of Oroza, Sue is a skilled and effective teacher, facilitator and coach across all the disciplines of client-facing professionals.

**Oroza Limited**

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