



ピーター・ロング (LONG Pete)

HummingByrd Inc. 代表取締役

MBA in Corporate Strategy, University of Bradford

Born and raised around the industrial towns of northern England, my business experience has been reasonably extensive; from negotiating with companies from various countries for contracts in the Middle East, to designing and implementing a nationwide market research programme in Australia, to management consultancy projects in Europe and the US. I have enjoyed a multi-cultural business life.

I prefer to focus on the organisation as a whole. I have seen too much money go to waste by only focusing on one area, while debility in other areas of the business drains away company value.

My MBA looked at how value is created, and destroyed in organisations, and my time at the London Business School was devoted to entrepreneurial start-ups, and how the grow-change-adapt cycle plays out.

I got into the corporate / personal development area after seeing just how ineffective it is to hand over a strategic report; implementation is key, and without the skills to effectively do this, even the most exquisitely designed strategic plan is meaningless. So developing the ability to design and implement strategy that will increase company value is where I am coming from.

My family is grown up, so I have time to indulge my passions of music, motorbikes, and the English culinary arts.

- Entrepreneurship, London Business School
- ASTD Training Certificate
- Miller Heiman Strategic & Conceptual Selling Accredited
- Cultural Orientation Assessment Tool Certified, TMC