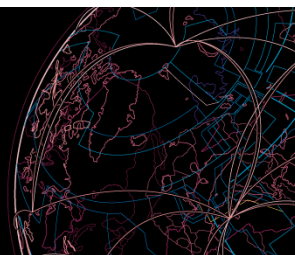


Trainer Profile

John Leach



John Leach

B.A, MSc

Core competencies and specializations

Product Management

Professional experience

Managing Director, Pragmatica International Ltd

1988 – 2015

Lead presenter in Marketing and Product Management programmes for clients such as Shell, Philips, Ciba-Geigy, Finnair, ABB, etc.

Consultant, Chartered Institute of Marketing

1982 – 1988

Lead presenter in Product Management and New Product Development programmes

Senior Lecturer, Huddersfield University

1973 – 1982

Education

University of Bradford – MSc in Marketing

1971 – 1972

University of Kent – BA Economics

1966 – 1969

Courses within ABB

CHV025 Product Management

Course languages

English