PERSONALO VALDYMO
PROFESIONALŲ ASOCIACIJA

Making informal influence

18th Dec 2020

AKAM
The Association for
Key Account Management

Sharing his experience today

GEOFF QUINN

MBA DMS PGCert (Education) BSc (Hons), Director KAM Centre of Excellence for Global Marketing within Pfizer World Wide Commercial Operations

Passionate believer in KAM with 25+ years of experience in posts at various operational and strategic levels. Previously Strategic Account Manager and Business Director in the UK Pfizer Business, Sales Director UK & Ireland for Siemens Healthcare and Head of Sales & Training at UCB Pharma.

Sharing his experience today

RAMŪNAS BAGDONAS

People and Engagement Head at Telia Lithuania, leading Telco and IT provider in Lithuania, part of Telia Company group.
PVPA Board member and one of the PVPA founders.

„I am a person who cares about people. When they grow and develop – the organization grows as well.
I dedicated all my career to HR. While working in different countries – Lithuania, Poland, Switzerland – everywhere I took care of creating an organizational culture which added value to the organizations I worked for.“

Moderating the discussion today

MANTAS TVARIJONAVICIUS

PhD, EuroPsy
Co-founder & consultant at GoodPeople.lt
Professor at Vilnius University Business School
PVPA board member

Mantas helps to develop leadership skills, personal effectiveness abilities, and HR management competencies.
15+ years of experience in Learning & Development, including 4 years as HRM.
Author of a book “How to empower” / “Kaip įgalinti?”

The Association for Key Account Management

Numerous practitioners have expressed the desire to see a more global and influential body aiming to advance the understanding and recognition of Key Account Management (KAM) much more widely than at present.
To meet this need, a group of leading academics and practitioners set up the Association for Key Account Management sponsored by Technological University Dublin, Ireland.

AKAM aims to promote KAM through:

- communicating with business, academia and the wider world to gain proper understanding and recognition of KAM
- professionalizing key account managers' skills through defining required competencies; a development curriculum; and certifying development programs leading to a widely recognized formal qualification in KAM
- sponsoring research into under-explored aspects of KAM, and linking practitioners and academics to the benefit of both
- facilitating the sharing of KAM knowledge and the latest research, learning, practices and variations from around the world.

Association for HR Professionals (Lithuania)

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The Association for HR Professionals (PVPA) was established by leading HR professionals in Lithuania in 2006 having purpose to expand the perception of the value of human resources in Lithuania. The main goals of PVPA are:

- To advocate the importance of the work with Human Resources
- To develop HR Professionals, upgrade their qualifications
- To collect information and knowledge in Human Recourses Management and share it among the organizations

PVPA is the biggest HR community in Lithuania. It is a member of European Association for People Management.

The wide spectrum of activities (forums, seminars, conferences, etc.) aim to ensure the best local and international practice sharing in Lithuanian HR community in order to bring added value for the organizations.

HRM and KAM share some similarities, but have some differences too

Both, Human Resources management (HRM) and Key Account management (KAM) professionals work in organizations where their success depends not only on themselves, but on other roles too – finance, marketing, customer service, production, and others, including general management.

HRM and KAM most of the times have **no direct subordination** over these roles, little formal authority, thus **huge demand for informal influence** making is obvious.

Question 1 for today's conversation

What are the roles of HRM and KAM in organizations?

Question 2

How to establish your role?

How to move your role from tactical to strategic partnership?

Question 3

How to use the power of informal influence making in ad-hoc problem solving and achieving long term goals?

Question 4

How to get sponsorship of TOP management in your role?

Question 5

How to influence TOP management itself?

What happens now?

Your questions?

AKAM
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Key Account Management

AKAMs Next webinars

a4kam.org

How to get a Diploma in KAM

Friday 29th January 2021
12:15-1:15 p.m. CET/11:15-12:15 p.m. GMT

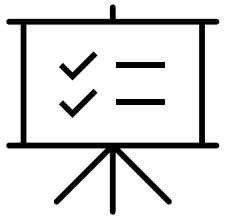
Dr Diana Woodburn| AKAM Chairman

Open to all

Aligning your objectives with procurement

Friday 26th February 2021
12:15-1:15 p.m. CET/11:15-12:15 p.m. GMT

Colin Scott | Grange Partnership



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