

David Ednie



David R Ednie is President and CEO of SalesChannel Europe SARL. He is acknowledged as an expert in Business Execution, Team Performance, Sales Performance Motivation, International Sales and Sales Channels. David has over 20 years international business experience working in culturally diverse markets in Europe, the Middle East, Africa and the Emerging Markets of Central and Eastern Europe and Australia.

SalesChannel Europe's clients include: Advanced Alchemy, Alcatel, AustralianSuper, Bombardier Transportation Services, Bouygues Telecom, Datastream (Infor), DowJones, EDF, GMAC Financial Services, GL Trade, Indec Consulting, Microsoft EMEA, Mural Consulting, Netcentrex (Comverse), OpusCapita, Orange Business Services, Royal Bank of Scotland Factor, Sercel, TietoEnator, Tiscali International Network and Unilog LogicaCMG. Prior to founding SalesChannel Europe David worked in a variety of Senior Executive Sales roles in High Tech – Internet Services, IT and Telecommunications for US, British and French companies, including: NTT/Verio, Genuity, Integra, British Telecom, Data General and Intel. David is an Australian national and has lived in Paris, France for the past 20 years. He has significant multi-cultural experience and gained extensive personal knowledge and insights resulting from working with diverse and different cultures.

SalesChannel Europe works with Senior Leadership and Management Teams to develop strategies and execution skills that deliver sustainable performance in today's increasingly complex and competitive business environment.



David R Ednie
President & CEO
SalesChannel Europe SARL
Ph: +33 676 600 925
Fax: +1 501 639 0126
Email: david@saleschannel-europe.com
Blog: <http://saleschannel.blogspot.com>
Website: www.saleschannel-europe.com



“Performance Motivation is all about keeping your team at the TOP.”