



Dr Neil Lilford



Dr. Neil is a senior expert trainer, lecturer and consultant, boasting 30+ years of professional experience, and 15+ years of experience in providing high-level comprehensive training and development programs to clients from wide variety of industries including oil and gas, logistics healthcare, financial services, motor, shipping, media and printing, beverages, mining and retail.

He is a strategist who currently holds the positions of a Managing Director of Greenfields Research and a Director of Greenfields Data Solutions.

He started his career at the Old Mutual company, where he progressed from a systems analyst to being appointed as division marketing executive. This was before he established his own consulting and education business. After several years he was involved in a public listing on the Johannesburg Stock Exchange and merged his business with Adcorp Holdings where he was appointed as Group Director on the listed board. Neil has extensive consulting and teaching experience in business management in the fields of Business, Strategy, Marketing, Leadership and Customer Service. His principal areas of expertise include Strategy Development, Business and Marketing Strategy, Value Propositions Development, Market Segmentation Analysis, Data Digitisation Frameworks, Sales and Customer Experience, Brand Management, Executive Management. Neil also contributes to the development and facilitation of customised training for corporates. Furthermore, he lectures in the field of marketing strategy in few business schools and universities. He is an international published author including a book through JUTA's. Neil is a member of the International Academy of Marketing Science and the South African Market Research Association and he regularly attends conferences internationally where he has presented various papers.

Dr. Neil has an MBA from the University of Cape Town, South Africa, and a PhD from the KTH (University in Stockholm, Sweden). He is associated with Gordon Institute of Business (Pretoria University), University of Stellenbosch Business School and KTH University in the fields of research and lecturing. The training experience in the courses he teaches is enriched by incorporating several concepts to facilitate a deeper level of learning such as: Practical exercises to ensure multi-sensory knowledge grasping, innovative teaching style to interrupt old ways of thinking and create an ideal learning state, and highly participative environment to improve learning retention and commitment.