

Lori Blaker, President/CEO Of TTi Global Speaks To Chinese Automakers About Brand Development And Communication Strategies For The Export Market

Lori Blaker, President/CEO of TTi Global was a guest speaker at the 2013 Global Automotive Forum, held at the East Lake Conference Center in Wuhan, China. The conference addressed strategies for the future development of the automotive industry in China.

Rochester Hills, Michigan ([PRWEB](#)) January 08, 2014 -- The Forum focused on the future role of the global auto industry in the Chinese economy. China has become the largest auto market and production location in the world and is also a crucial driver of revenues and profits for most global automakers. Hence, the future development path of China's auto sector will not only have a major influence on China's economy but it will also significantly impact the global automotive landscape.

Blaker was invited to speak to an audience of over 700 of the world's key automotive business leaders, political decision-makers, economists and industry experts. She addressed the relevant issues relating to Chinese automotive enterprises' strategy of "going and succeeding abroad" including dealer network development, export strategy and brand development and communication.

Blaker told the audience that a key issue is control of the brand and development of the brand's image. "We have been engaged directly by Chinese OEMs who place a high value on their brand image in the export market. They want to develop a brand image that aligns with their product and company strengths. A stronger brand image changes the consumers buying trigger from "great price" to "great car, great value."

In this scenario, Blaker told the audience, the Chinese OEM develops a network of dealers and retains responsibility for brand communications and advertising, defining how the brand will be positioned in the market and what the product's strengths and weaknesses are compared to the local competition.

"I really cannot overemphasize the importance of training and coaching the front-line dealership staff and having consistent customer processes," Blaker told the audience, "this is a critical element of any brand's success."

Lori Blaker is the President and CEO of one of the fastest growing women-led organizations in North America. Her leadership skills continue to be recognized by the business community. She received the "Leader of Leaders" Award from Leadership Oakland. Under her leadership, TTi Global has ranked consistently among the "Top 25 Woman-Run Businesses in the USA" as recognized by the Women's Business Enterprise National Council.

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TTi Global provides staffing, learning, research and consulting solutions to industries across various sectors with automotive as a core focus. TTi Global oversees operations on five continents with offices spanning the globe, which include Australia, Brazil, Canada, Chile, China, India, Japan, Mexico, Peru, South Africa, Thailand, Venezuela, UK and most recently Afghanistan.



With a staff of over 2000 employees in international operations, they offer a wide range of services, tailor made to drive business goals, including business consulting, research, staffing, workforce development and learning solutions. TTI Global world headquarters are located in Rochester Hills, Michigan.



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