



### **Focus on the Future**

## **Guest Predictions: Guy Blumberg**

*Guest Predictions is a regular feature in which we ask leaders in a number of professions a set of questions that affect us all.*

### **Guy Blumberg, Consultant-Coach-Mediator**

*Guy Blumberg combines 30 years of sales, marketing, and management experience to companies in four separate industries (health & fitness, women's fashion, children's education, and pr/communications). Guy has been a partner/owner of a sales and marketing firm in NYC, he served as the Director of Advertising with Scholastic Inc in the Professional Media Group, and his most recent tenure was as Vice President of Business Development for Sensible City, LLC, a public relations/communications firm that works in the education as well as the sustainable energy and green technologies sectors. Additionally Guy holds certifications in Coaching from New York University as well as Mediation & Alternative Dispute Resolution from Safe Horizon, a renowned community service organization headquartered in Brooklyn NY. Recently he became a TRG Affiliate.*

**Q: What changes in your professional environment in the past 3-5 years have you found to be the most beneficial?**

**A:** The rapid advancement of technology in sales and marketing. Social marketing is trying to overtake more traditional marketing and advertising strategies, but there is still a strong need for, and response to, traditional forms.

**Q: What changes have been the most troubling to you?**

**A:** The lack of *personal* communication. As e-mail and texting have emerged, working relationships have become less personalized. Some people have allowed themselves to believe that e-mail is an adequate substitute; however there is no substitute for direct interaction.

**Q: How will globalization affect your professional area in the near term?**

**A:** Positively. Globalization is no longer just the domain of huge multinational corporations. The internet has allowed small, independently owned businesses into the game. I have a friend with a small company in NYC who does more business overseas than he does in the United States... all out of a two room office. Through a web site and web marketing tools (Skype, Facebook, Twitter) his business is thriving without his leaving his office.

**Q: What significant challenges might be anticipated in your professional area in the next few years?**

**A:** The de-humanization of business. By "watching overhead" there is a danger of technology replacing, not enhancing offerings. Companies should retain their humanness because *people*

buy products and services from *people*, even over the Internet. They may order products on line, but they want to know that human beings are in place to service their needs. They don't want an e-mail address to be the end game.

**Q: What are the greatest challenges confronting young professionals in Western culture today?**

**A:** Overcoming their upbringings. Too many young people have been rewarded for just showing up (sports, school, etc.), not being expected to both win and experience losing. Subsequently, they don't handle adversity well, even though there is plenty to go around in these difficult economic times. Having a seasoned executive coaching/mentoring, is the greatest asset a company can have.