



Kimberly VanLandingham
President & Founder

Experience

Kimberly VanLandingham started European Market Link, Inc. after 23 years working for DuPont de Nemours in the U.S., Europe and internationally.

Her career extended through 11 positions including global and regional business management (P/L up to \$150MM), sales management, marketing, product management, R&D management, technical service, quality consulting and product development consulting.

In these roles, Kimberly also gained experience in intellectual properties, regulatory, corporate structure and people issues. She created new businesses and redesigned old ones, excelling in business strategy and fast execution.

Methodology

Proven & Optimized

DuPont challenged Kimberly to grow 20 dissimilar businesses across 18 central European countries in the role of Corporate Market Development Manager. She created the role, that we now call Country Expert, to support these remote businesses. She then hired, trained and managed a team, who further shaped the role and tools.

This approach, which eliminates expensive structure, utilizes targeted information gathering and leverages LOCAL knowledge resulted in record growth and inspired European Market Link, Inc. Some of the original Country Experts are now part of European Market Link's team.



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European Market Link

► Your market development arm in Europe

The market development consulting and implementation firm that focuses on helping U.S. companies enter or expand into Europe.



Bridging the Gap

European Market Link Inc. understands European country diversity and U.S. business practices. By bringing together your specific knowledge with ours through best practice methodologies, we resolve issues and take existing strategies further.

But what really makes us different? We use a unique structure of local experts to support strategy development and to implement those strategies.

So, whether you're trying to decide where to start or where to go next, we can take you there.

Possibilities

Market Research / Analysis

Just imagine a team able to efficiently assess information databases and market contacts in the local language, yet explain findings with U.S. comparisons.

Strategy & Planning

Using best-practice tools, your business experience is combined with those of European Market Link to broaden your ideas into innovative strategies and plans.

Implementation

We implement locally. For example, we "open doors", qualify potential customers, identify reps or distributors, or locate other companies for your specific needs.

On-Going Support

But why stop there? Ongoing local oversight provides continued motivation, coaching and strategic management.

Team

European Market Link, Inc. uses "Country Experts" to cover the European Union and most countries in Europe overall. This role, proven for development of remote businesses, provides local language, industry and culture support.

Chosen for their diverse experience and work ethics, our Country Experts include former business managers and market development professionals from DuPont de Nemours, small business owners, sales representatives, marketing academia and more.

Our team's experience crosses many technical industries including chemicals, plastics, coatings, specialty materials, electronics, energy technology, biotech, equipment, general industrial, specialty consumer and more.

European Market Link uses knowledge transfer tools and advanced collaboration technologies to consolidate and absorb your needs.

Simple

Use us here today and over there tomorrow. Available when and where you need us, yet without a cost when you don't.

All projects are organized centrally, so it's easy for you. We are your European Market Development Manager or simply your "man on the ground". We manage all your project needs or just an important task. If we don't have the expertise, we refer you to an expert or meet with them for you.

European Market Link, Inc. is a U.S. corporation so you can hire us just like any other U.S. contractor.