

FOR IMMEDIATE RELEASE

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Gary Hamel to Speak at ALDA Fall Conference

Alexandria, VA (July 14, 2015) — Gary Hamel, one of the highest regarded keynote speakers at an ALDA meeting for senior executives, will give Tuesday morning's keynote presentation at this year's Fall Senior Management Conference.

Dr. Hamel is considered one of the most influential and iconoclastic business thinkers, and over the years has worked with many leading companies around the world. Several years ago, he gave two highly regarded presentations on core competencies at our Senior Management Conferences.

Dr. Hamel has been a member of the faculty of the London Business School for more than 30 years. He has written 17 articles for the *Harvard Business Review* and is the most reprinted author in the *Review's* history. *Fortune* magazine described Dr. Hamel as "the world's leading expert on business strategy," and the *Financial Times* called him a "management innovator without peer."

In his presentation, Dr. Hamel will explore making innovation a core competency in your company, contending that innovation is the only counter to margin-crushing competition and threats to customer loyalty. Hamel contends that too often innovation is "bolted on", whereas it needs to be both instinctive and intrinsic. Doing so requires a systematic and sustained effort to embed pro-innovation values in every management process and practice.

For more information regarding ALDA, contact Mike Duff, President, at 703-647-6214. More information regarding ALDA, its purposes, objectives and programs, and links to its members' websites can be found at www.thealda.org

Based on the Washington DC suburb of Alexandria, VA, ALDA is an industry trade association for companies that develop and supply life science, analytical and diagnostic products and services used to conduct research, drug discovery, QA/QC testing and diagnostics in a wide range of industries and applications. Major customer segments including pharmaceuticals, biotech, academic and government research, food safety and environmental testing, personalized medicine and diagnostics.

ALDA's Mission is to be an advocate for our industry and a valuable aid to our members' global business success and to their customers' advancement of healthcare, science and industrial innovation by providing meetings with strategic content, networking, global market and business intelligence, and insights on emerging technologies, markets and business strategies.