

## **Timm R. Sweeney**

Timm Sweeney is the President of the SIL Group, an international marketing, research and sales consulting firm. Prior to founding the SIL Group in 1983, he held project management, client service, and executive positions with advertising agency and marketing consulting firms in New York, including J. Walter Thompson and Burson-Marsteller.

He has been active in major international professional organizations, including the American Marketing Association, the Market Research Society (UK), the Qualitative Research Consultants Association, the Association for Qualitative Research (UK), the National Defense Industrial Association, and the Council on Foreign Relations.

He has presented at major international marketing conferences on a diversity of business topics, and has published on subjects ranging from international research methodologies to brand strategy and positioning. He has been a guest lecturer on Marketing, Marketing Research and Business Entrepreneurship at Lynn University, Barry University, the University of Miami, the University of Tampa, and Colorado State University.

He is the author of *Bottom Fishing in Latin America: Exploiting Sub-Prime Opportunities in Developing Markets* [ESOMAR Latin America Marketing Conference], and; is a contributing author of *Global Gold: Panning For Profits In Foreign Markets* (AMACON Press). He is also the former Editor of *VIEWS*, the professional journal of the QRCA.

Mr. Sweeney holds dual citizenship with the United States and the European Union.

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