



SIL Group
International Marketing & Sales Consulting

Client List: 1983-2016

Automotive Related

Subaru
Melroe Bobcat
AC Rochester
Nissan/Datsun
Case New Holland
Tenneco
Iron & Steel Institute
BMW
Toyota
AAA
Honda
Cummins
Audi

Accounting/Consulting

AICPA
Center for Creative Leadership
Towers Perrin/Watson
Arthur Andersen
Accenture

Insurance

TIAA-CREF
Kaiser-Permanente
Conseco
Willis Corroon
Mass. Mutual
Oxford Health

Aerospace/Shipping

GE-SNECMA
Cathay Pacific
KLM/Northwest
Lufthansa
International Aero Engines
Alitalia
Airbus Industrie
ATA
FlightSafety
Sea-Land Service
British Airways

Chemicals/Utilities

Dupont Safer
Monsanto
TBC Brine
Lyonnaise des Eaux/United Water
Dow
Ogden/ Martin
ComEd/Excelon
NYC Recycling
ICI-Imperial Chemical

Oil/Gas/Mining

ExxonMobil
Valvoline
Oil & Gas Journal
KeySpan
AMIRA International

Information Technology

Siemens
IBM
NCR
Sensormatic
Gateway
EDS
Acer
Groupe Bull
GE Information Services
Hewlett-Packard
Citrix
Network Associates
ISF
Siebel
Sun Microsystems
Compaq/DEC
Covia
Dell
Microsoft
Telecomputing, Inc.
Oracle

Office Products

Brother
Steelcase
Konica
Ft. James Paper
International Paper
Ricoh

Dominion Towers
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SIL Group Client List

Banking/Investing

MasterCard International
Mondex
BHF
Bank Atlantic
Harris Bank
Dreyfus
Advanta
Fleet Bank
Visa International
NatWest
Barclay's
Wachovia
ICICI Bank-India
Lazard Freres
Fidelity
West LB
Bowne & Co.
Standard Chartered
Bank of Montreal
American Express
Prudential
CoreStates
Royal Bank of Canada

Retailing

Lowe's Home Centers
Dutch Flower Council
Jo Ann Fabrics
Bo Concept Danish Furniture
Tandy Corp/Radio Shack
Burdine's
Toys "R" Us
Nordstroms
Sears
Scottish Textiles

Publishing

Ziff Davis
Newspaper Assoc. of America
Add-Games, Inc.
National Enquirer
McGraw-Hill
Hallmark
American Banker
Lexis/Nexis
Network Associates
Int'l. Masters Publishing
Allure
Time
Nikkei
Miami Herald
Kluwer Academic
AdWeek
Elsevier Science
Oil & Gas Journal
Playboy
Wall Street Journal
Metavente
National Law Journal

Health Care Services

Memorial Hospitals (Florida)
Irving (Texas) Healthcare
Centers for Disease Control
Kaiser-Permanente
PacifiCare Health Systems
Elmhurst (IL) Memorial Health
Cleveland Clinic
Tenet Healthcare

Other Business/Industrial

General Electric
Hilti Equipment
Höganäs (Sweden)
Nunhems/Bayer Crop Science
Sirona Dental
Whitney Information
PuroSystems Inc.
Corob Industrial Paint
Return Logistics
Case New Holland
Taylor-Woodrow Homes
Morgårdshammar
Coverall International
Stroh Irrigation Systems

Pharmaceuticals

Pfizer
SmithKline Beecham
Elanco
Bach Flower Remedies
Kimberly Clark
HerbaLife
Warner-Lambert
Eli Lilly
Wyeth-Ayerst
Novartis
Upjohn
Abbot Labs
Takeda Pharmaceutical
J&J
Bausch & Lomb

SIL Group Client List

Beverage

Bordeaux Wine Association
Coca-Cola
Heineken
Flor de Caña rum
Edelweiss Beer (Austria)
Anheuser-Busch
Interbrew
Ricard Pernod
Raynal & Cie.
Shaw-Ross Importers
Italian Wine Growers
Rémy Martin
Tea Concepts, Ltd. (UK)

Watches/Luxury

Audemars-Piguet
Swatch
Tissot
Hazofim (Israel) Silver

Sporting Goods

Salomon
Nordica
Utility Flame

Travel & Tourism

Kempinski Hotels
Rosenbluth Travel
Club Valtur (Italy) Resorts
Greyhound Lines
Illinois Tourism
Curaçao Tourism
Key West & Florida Keys
Lombardy (Italy) Tourism
Ireland Tourism
Dallas (TX) Zoo
Bahamas Tourism

Fashion/Beauty

Shiseido
Guerlain
Unilever
Dunhill International
Scottish Textiles
Chanel
Levi Strauss
Broome Pearls
Escada
Faberge
Wella

Food

RJR Nabisco
Fromageries Bel
Pizza Hut
Kellogg
US Pork Council
Dr. Oetger Pizza (Germany)
Perugina
Rivoire et Caret
Campbell Soup
St. Ivel/Unigate
Hormel
Yoshinoya restaurants
Nestle
Kjeldsen
Lotte-Japan
Buitoni

Entertainment/Sports

Walt Disney
Polygram
Rhino Records
National Football League
DISH Network
VideoFlash
Major League Baseball
Rock and Roll HOF
Showtime Network
Universoul Circus
BMG/RCA
Time Life Music
SoundScan
World Cup Soccer
Tommy Boy Records
NetFlix
Sony Music

Electronics/Photography

Philips
Hassleblad
Nikon
Polaroid
Fuji

Household/Appliances

P&G
Gillette
SC Johnson
Rowenta (SEB Group)
Colgate-Palmolive
AmwayT-Fal
Braun
Philips
Royal Doulton

Timm R. Sweeney

Timm Sweeney is the President of the SIL Group, an international marketing 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 VIEWES, the professional journal of the QRCA.

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

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