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## Meet the Team: Ken Michael Smith, International Sales Director



**Ken Smith**

\*\*\*\*\*@\*\*\*healthmanagement.org

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Ken is International Sales Director at HealthManagement. Responsible for developing long-term global client and partnership relationships through state of the art media solutions, he enables corporate partners to meet their organisations' strategic goals by increasing their sales and marketing exposure through multi-dimensional media. Before joining HealthManagement, Ken spent over two decades living in many parts of the world, enjoying an award winning international sales management career in the publishing and digital media industries.

### **1. What are your key areas of interest?**

I have always enjoyed leading from the front and developing new sales teams. I have been lucky enough to achieve this in several countries and with a number of teams.

### **2. What are the major challenges in your field?**

Media sales on a global level to top tier clients has many challenges. Having the knowledge and experience to stay ahead of the ever-increasing competition, utilising the latest digital products with all appropriate traditional products, and combining these into a single integrated media campaign which surpasses clients' expectations is about as challenging as it can get!

### **3. What is your top management tip?**

It's not the amount of hours you put in, its what you put into the hours that counts!

### **4. What would you single out as a career highlight?**

The opportunity of being recruited and relocated to live and work in several amazing countries around the world!

### **5. If you had not chosen this career path you would have become a...?**

An inventor or explorer... or shipwreck treasure hunter!

### **6. What are your personal interests outside of work?**

Socialising, travelling, watching a good film, golf, news and politics, and having fun!

### **7. Your favourite quote?**

"If you don't go after what you want, you'll never have it. If you don't ask, the answer is always no. If you don't step forward, you're always in the same place." - Nora Roberts

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