



Greater Manchester
Chamber of Commerce
Chamber of the Year 2017/18

John Carroll



John's career extends over 25 years, having held director positions for companies both in England and in Germany before personally founding his own company in 2008. John has throughout this time been able to gain extensive cultural and business expertise of and in Germany and Austria, knowing both countries profoundly well.

John has business extensive experience and can provide comprehensive support to companies looking to penetrate or expand their market presence in these countries. Indeed, John's focus was on sales and marketing as an employee and as an entrepreneur John's focus is on market research and communications. John sees himself as a bridge between the UK and Germany/Austria, offering cultural, linguistic and commercial support to enable clients to focus their strategy on emulating their UK success in Germany and/or Austria. In times of current uncertainties due to the forthcoming Brexit, John sees this all the more important and has thus purposely decided to strongly extend his market research services.

John's service centres not only around market research – such as discovering market facts, statistics, tendencies, growth opportunities, competitor data, pricing, red flags and customer needs. John also offers advice on the next steps, including market entry (distribution / direct sales), trade show representation and the corresponding PR and communications strategy.

John has dual citizenship of both the UK and Germany. John has been a resident of Germany since 1994 and has also lived in Austria. John has university degrees from the UK (international business and German) and Germany (business). John lives in a town near to Düsseldorf with his family. He is an avid sportsman and enjoys travelling and learning languages in his spare time.