



**JOHN McMAHON – Director, Forum 21**

John Mc Mahon is a founder director of Forum 21 Ltd., a Cambridge based consulting and training organisation specialising in the business of business development.

He is a graduate of University College, Dublin (UCD) and the Cranfield School of Management. His techniques for assessing competitive capability and the capacity of businesses to exploit such capability are extensively used by other consulting and development organisations including the venture capital industry.

John has contributed to conferences internationally and in the UK and has an established record for stimulating and motivating participants and building commitment to improved service and business performance. He has developed a unique perspective for understanding the means by which companies can create, exploit and sustain competitive advantage.

John has worked with over 200 businesses in the UK and has undertaken extensive consultation in Europe, North America and Asia including assignments on behalf of the EU, the World Bank and the UN.