

## News Bulletin - September 3rd 2004 - Plug-In Manager® with InBev

**Amit Eitan**



*Plug-In Manager® with InBev*

### **InBev (formerly Interbrew) and Philips**

*Enjoy the unique taste of draught beer at home - 3W® Direct Management Solutions provided the Global Programme Director for this initiative*

InBev (INTB - Euronext) & Royal Philips Electronics (NYSE: PHG - AEX: PHI), leaders in their respective sector, have just announced the development of PerfectDraft®, fruit of their partnership on the international level.



PerfectDraft® is a new attractive system, which combines equipment of high quality and the consumers' preferred beer brands, conditioned in light metal kegs, so as to enjoy the extraordinary taste of draft beer at home.

### **3W® Direct Management Solutions**

We are very proud to announce that 3W® Direct Management Solutions has been directly involved in this strategic innovation project. Amit Eitan, one of 3W® Associates, is the Global Programme Manager of the development and introduction to the market of PerfectDraft®.

Last year, InBev contacted 3W® as they were looking for a Senior International Project Manager, to lead one of their largest and most complex Innovation projects.

Amit Eitan was one of our candidates Plug-In Managers®. Amit has got a long and successful track record in leading large international IT organisations and projects (including within the beverages industry - Seagram/Chivas). He was selected by InBev, as they felt he had the right skills to lead such a complex international project and complement their existing internal resources with his skills and experience.

Amit Eitan's main challenges were the introduction of an effective Project Management framework, harmonising the collaboration between the teams of InBev, Philips and other 3rd parties involved in the development of PerfectDraft® and providing strong leadership to a large multi-company, multi-functional team, driving this major initiative to a successful and timely completion.

In practical day to day terms, harmonising the cooperation between two companies like Philips and InBev, with two different corporate cultures proved to be an interesting challenge.

The large number of people and functions involved in the project, which has been moving at a very fast pace in order to meet the deadline, is certainly adding the challenge, or in Amit's words, the challenge of *"keeping all the puppies in the box"...*

In addition to that, InBev and Philips have looked at state-of-the-art technologies in order to ensure the consumer's experience of having draught beer at home is indeed a great experience.

According to Amit, this fact added significantly to the challenge, making this project *"real pioneering and great fun too, to all involved"*.

Amit finds InBev in general and the Innovation group in particular, a great environment to work in, and has been enjoying thoroughly his assignment so far. *"InBev's Global Innovation Group is one of the best teams I have had the privilege to work with in my career"*, he adds. *"In any project, especially large and complex innovation projects like this one, you have ups and downs, and tough moments, and that is where working with a great team makes the whole difference!"* he emphasises.

Amit's specific experience in this case is very interesting for it reveals the importance of one's motivation and interest when applying for an assignment. He is of the opinion, and encourages other Plug-In Managers® to do the same, that *"You sometimes need to dare getting out of the frame of your past experience when it comes to applying to a certain assignment. The fact that you have always been within the IT domain, does not mean you cannot successfully run large and complex pure business projects or organisations!"*

This is also the message he would like to convey to potential customers: *"People that come from different functions, industries, or disciplines can very often bring much more easily fresh ideas and "thinking out of the box" to the table and can see things that other that "have done it for years" cannot see, this in turn provides customer with much better value for money."*

The PerfectDraft® development and introduction to the market is a very large and highly complex innovation project. That is why they needed a high skilled and very experienced senior manager to lead it through its final development and implementation stages. 3W® Direct Management Solutions managed to quickly respond to their needs and provided such a resource within a very short timeframe: a Plug-In Manager®.

InBev is very happy with its choice: beside Amit Eitan's ability to lead this programme successfully, the company is more than satisfied with 3W®'s professional and responsive way of doing business.

As a matter of fact, where other Consulting and Interim Management companies would take weeks or even months, 3W® Direct Management Solutions addressed quickly and efficiently their needs, by providing the right person for the job within a very short timeframe. Quality, rapidity and efficiency are highly appreciated by our clients. Nowadays, with the "Just In Time" delivery policy, this is exactly what most companies expect from us.