

# Myth-Busting Trailblazers

## Pradeep Anand

IIMpulse Texas Conference, "Blazing New Trails"

March 2012

---

[pa@seeta.com](mailto:pa@seeta.com); [www.seeta.com](http://www.seeta.com); +1 281 265 9301

# The Plan

Introduction

The Myth

Myth Busters I Experienced

Characteristics of Myth Busters

A Market Characteristic that Helps Myth Busters

Close

# Introduction

1994

## SEETA RESOURCES

Landmark 

  
**BAKER  
HUGHES**

**NL** sperry-sun

UNIVERSITY of **HOUSTON**

C. T. BAUER COLLEGE of BUSINESS



1978



**PHILIPS**



iit bombay



**Don Bosco High School**

# Swift Growth of Quality Revenues From High Tech to No Tech

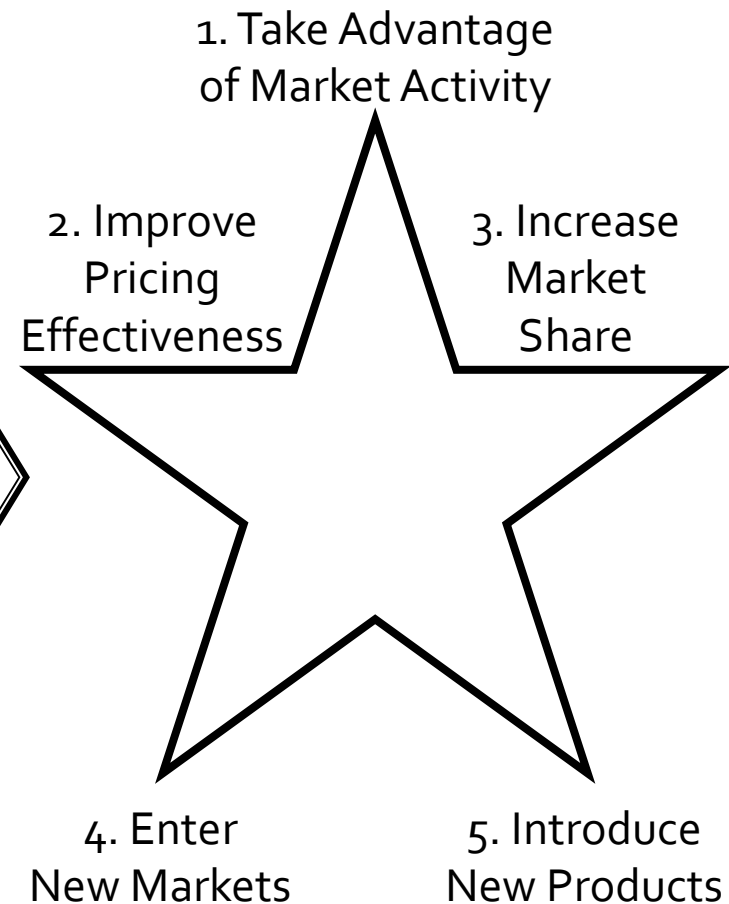
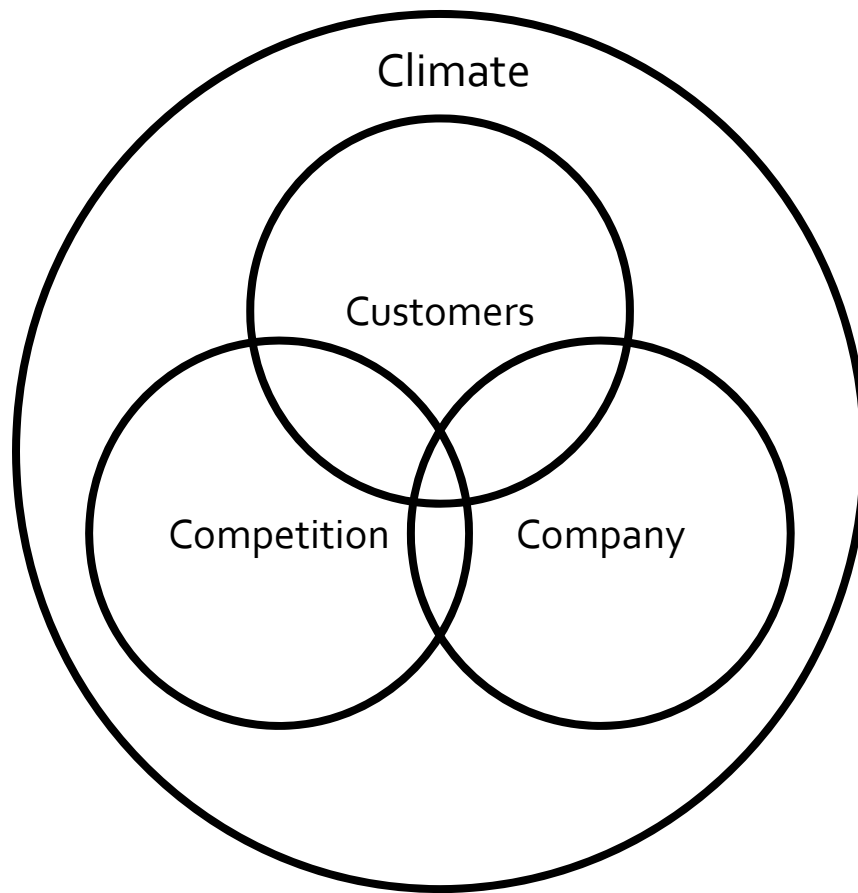
## SEETA RESOURCES



# Simple Questions/Proven Process

Where are we?

Where can we go? How do we get there?



# More Details @ [www.seeta.com](http://www.seeta.com)

**SEETA RESOURCES L.L.C.** [HOME](#) | [Contact Us](#) | [Site Map](#)



## Accelerating Business Growth Since 1994 Sustainable Revenue Growth, Enriched Margins. FAST.

Articles by Pradeep Anand | Results Delivered | Clients | Areas of Excellence | About Pradeep Anand | Speaker & Author

**SOME OF OUR CLIENTS:**  
**Oil & Gas** — Baker Hughes, Landmark Graphics, Sperry-Sun...  
**Engineering/Manufacturing** — AirXChangers, Continental Carbon, Harsco Corporation...  
**Technology** — AMD, Sun Microsystems...  
[See client list »](#)

**RESULTS DELIVERED:**  
Our clients, their employees and Seeta Resources have jointly delivered impressive results.  
[See Results Delivered »](#)

**TESTIMONIALS:**

### Swift growth of quality revenues



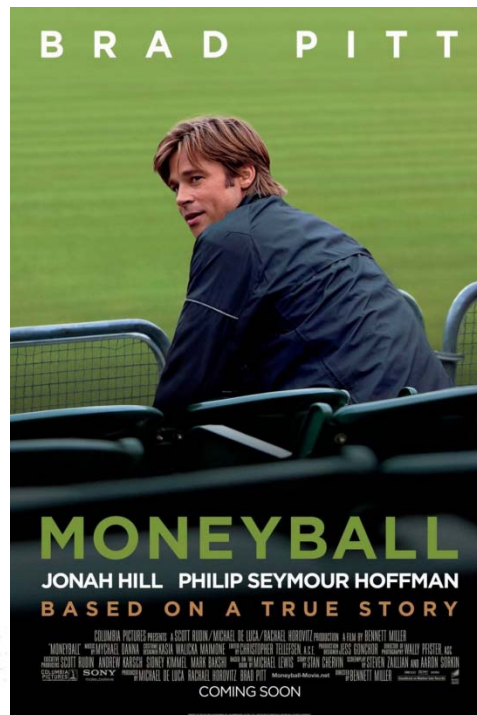
Hello, I am **Pradeep Anand**, the founder of Seeta Resources L.L.C. Since 1994, I have helped many owners and senior business executives from a variety of industries accelerate the growth of their enterprises.

CEOs and Senior Executives of *industrial firms* often need the assistance of a good, experienced *Chief Marketing Officer (CMO)* to deliver swift, profitable revenue growth. Since 1994, I have fulfilled this need by being a *part-time/interim CMO*, who can lead the strategic marketing and execution efforts.

I have a *thirty-year track record of successes across many industries in North America and Europe*, from low-tech to high-tech, from Fortune 100 companies to start-ups. I have deep experience and skills to lead across all aspects of *strategic marketing*. I understand the inter-relationships between these facets and their contribution to the overall success of the business.

For example: *Pricing excellence* is the most critical skill needed by a business to capture the value it delivers to its customers. Without this expertise, all customer-value creation efforts are a waste. I have special expertise *in pricing industrial products and*

# The Myth about Trailblazers: They Fail!



- “You take it on the teeth”
- “The first one guy through the wall...it always gets bloody. Always.”

# Academics, Peter Golder and Gerard Tellis: Perpetuated the Myth

- Research into the history of 66 industries found that companies get limited rewards from being pioneers
- Many companies believed to be trailblazers were in fact late arrivals: **Kodak** in cameras, **Xerox** in photocopiers, **Apple** in personal computers

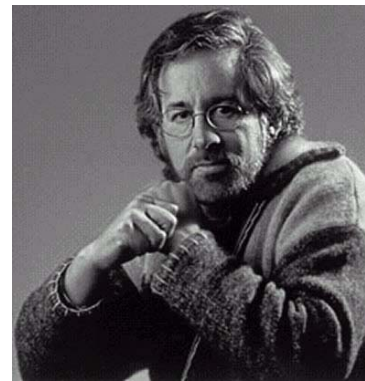
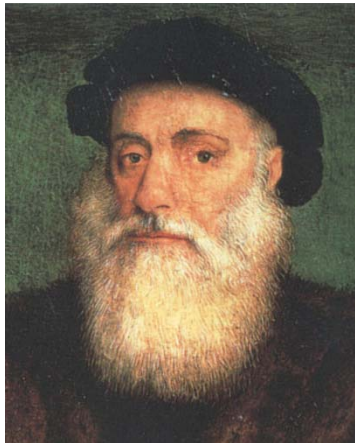
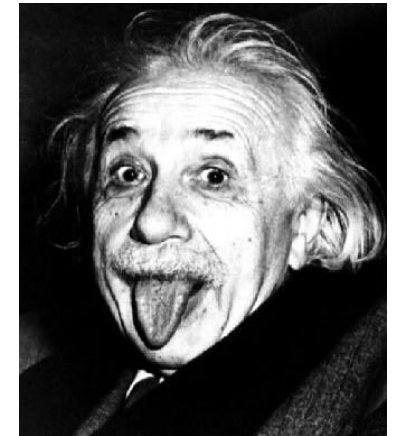
***Only Fast Followers Succeed!***



# A Trailblazer/Pioneer

- Blazes a trail to guide others
- Explores untraversed regions to mark out a new route
- Member of a military unit usually of construction engineers
- Originates or helps open up a new line of thought or activity or a new method or technical development
- First to settle in a territory
- Plant or animal establishing itself in a bare, barren, or open area and initiating an ecological cycle

# Information is Available About Famous Myth-Busting Trailblazers



# Myth-Busting Trailblazers I Experienced

- My Friends from IIT Bombay
- Robert E. Brooker, Jr. (NL Industries)
- The Landmark Graphics Team
- Rich Neuffer (Harsco)
- My Mother

# Minds at IIT Bombay



Rakesh Mathur's father

Me

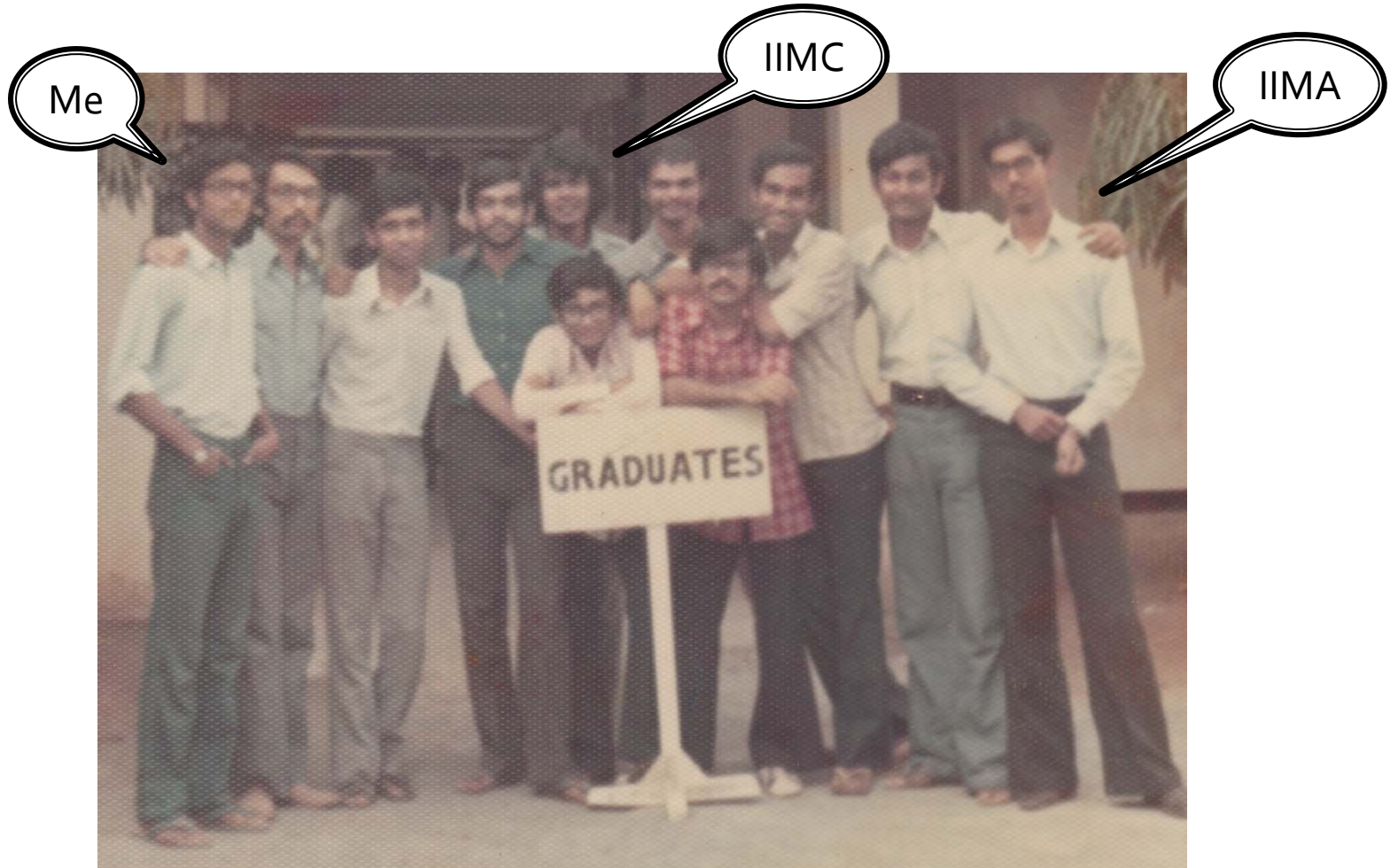
Hindu College Cultural Festival

Beat St. Stephens (and Shashi Tharoor) on home turf

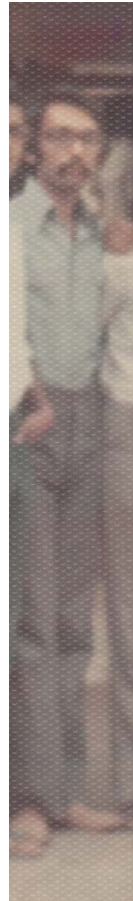
# IIT Bombay Alumni You May Know



# My friends at IIT Bombay



# IIT Bombay Alumni You May Know



# IIT Bombay Alumni You May Know

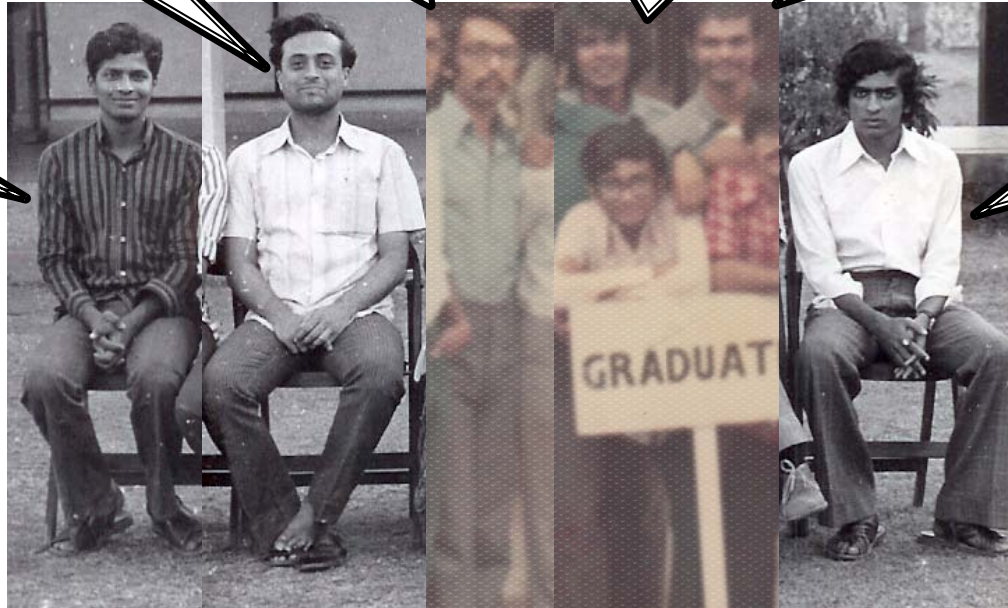
Jairam  
Ramesh

Bharat  
Desai

Bernard  
D'Mello

Hemant  
Kanakia

Amar  
Bhide



Nandan  
Nilekani



# IIT Bombay Alumni You May Know

Explores  
untraversed  
regions

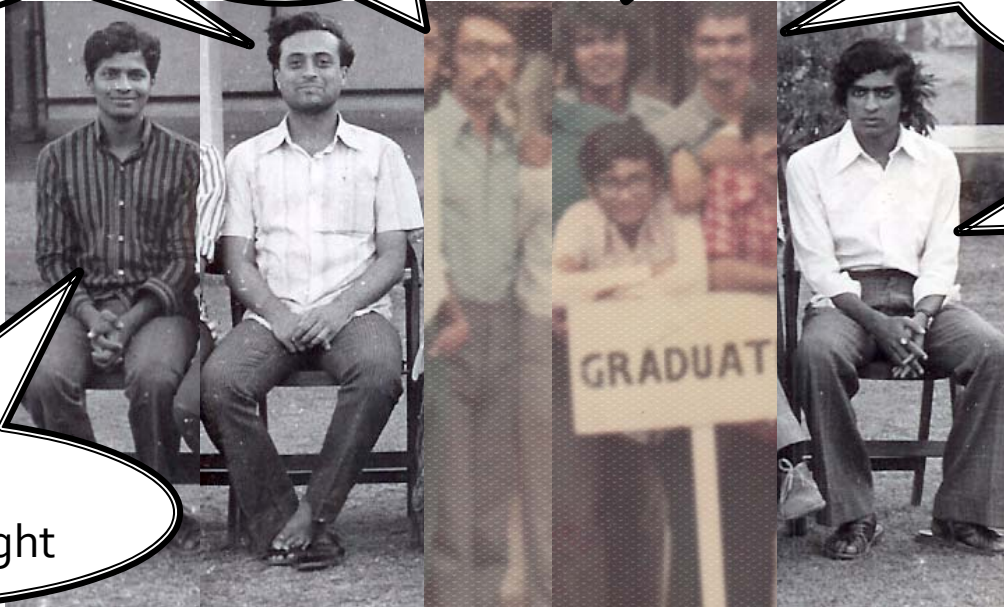
Opens up a  
new line of  
activity

Blazes a trail  
to guide others

Opens up a  
new line of  
technical  
development

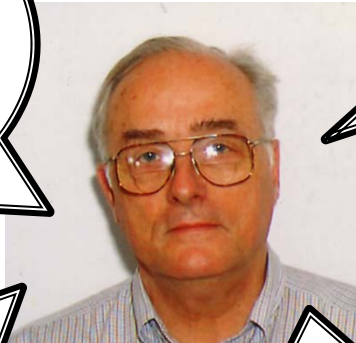
Opens up a  
new line of  
activity

Opens up  
new line of thought



# Group President: NL/Sperry-Sun

He was into  
Disruptive Technology  
before  
Disruptive Technology  
was cool



Robert  
E.  
Brooker Jr.

>\$2 Billion  
division  
@ Halliburton

FROM DISRUPTIVE TECHNOLOGIES TO DISRUPTIVE BEHAVIOR:  
Process Change in the Oil Service Industry

We went from  
Disruptive Technology  
to  
Disruptive Behavior

Helped open up a  
technical development  
with a new line of  
thought, activity  
and new methods

**Vikram Rao**  
Vice President  
Halliburton  
Houston, Texas

**Pradeep Anand**  
President  
Seeta Resources, LLC  
Houston, Texas

October 1998

# Founders: Landmark Graphics

Roice Nelson

>\$800 Million  
division  
@ Halliburton

Twice;  
Second Act:  
AutoTune



John Mouton

Opened up a  
technical development  
with new thought  
and new methods

Andy Hildebrand

# Vice Chairman: Harsco Industries

Aggressive Growth  
of  
Mature Technologies

Richard  
Neuffer



Client since  
1996

Initiated an  
ecological cycle  
in barren areas

# My Mother

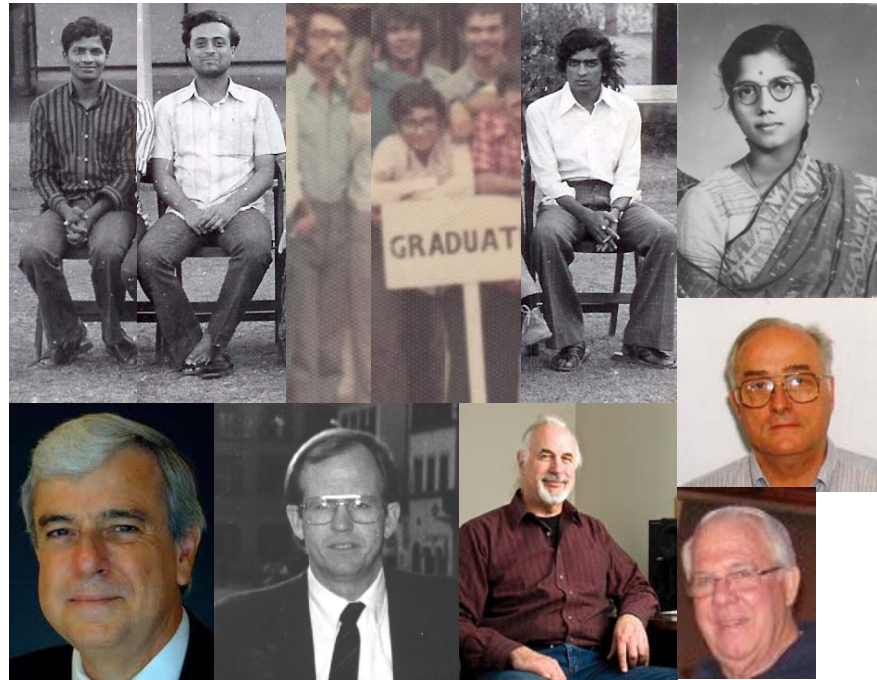
- As a teenager, participated in the Satyagraha movement; jailed
- Working woman at eighteen
- Started in market research in early 1950s
- Led field research teams for most major consumer products through the 1970s
- Model example of balancing work and home
- Irony: She was an introvert!

Blazed a trail  
to guide others

Bhanumathi  
Anand

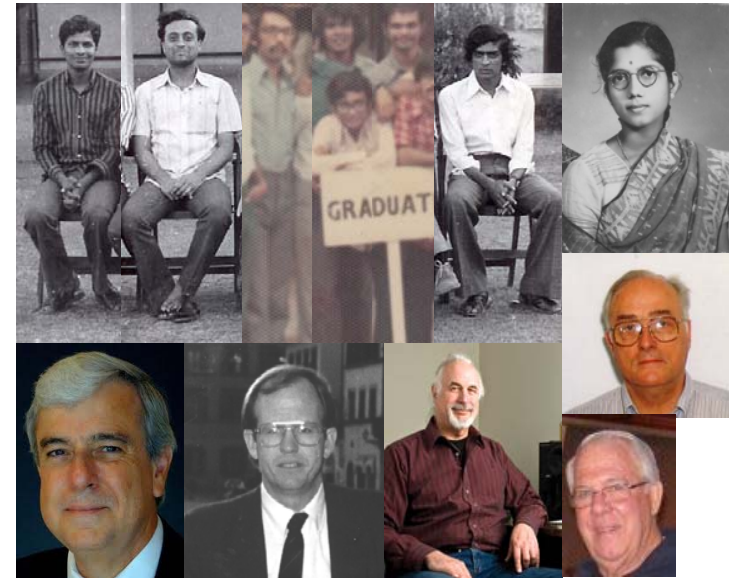


# Myth-Busting Trailblazers

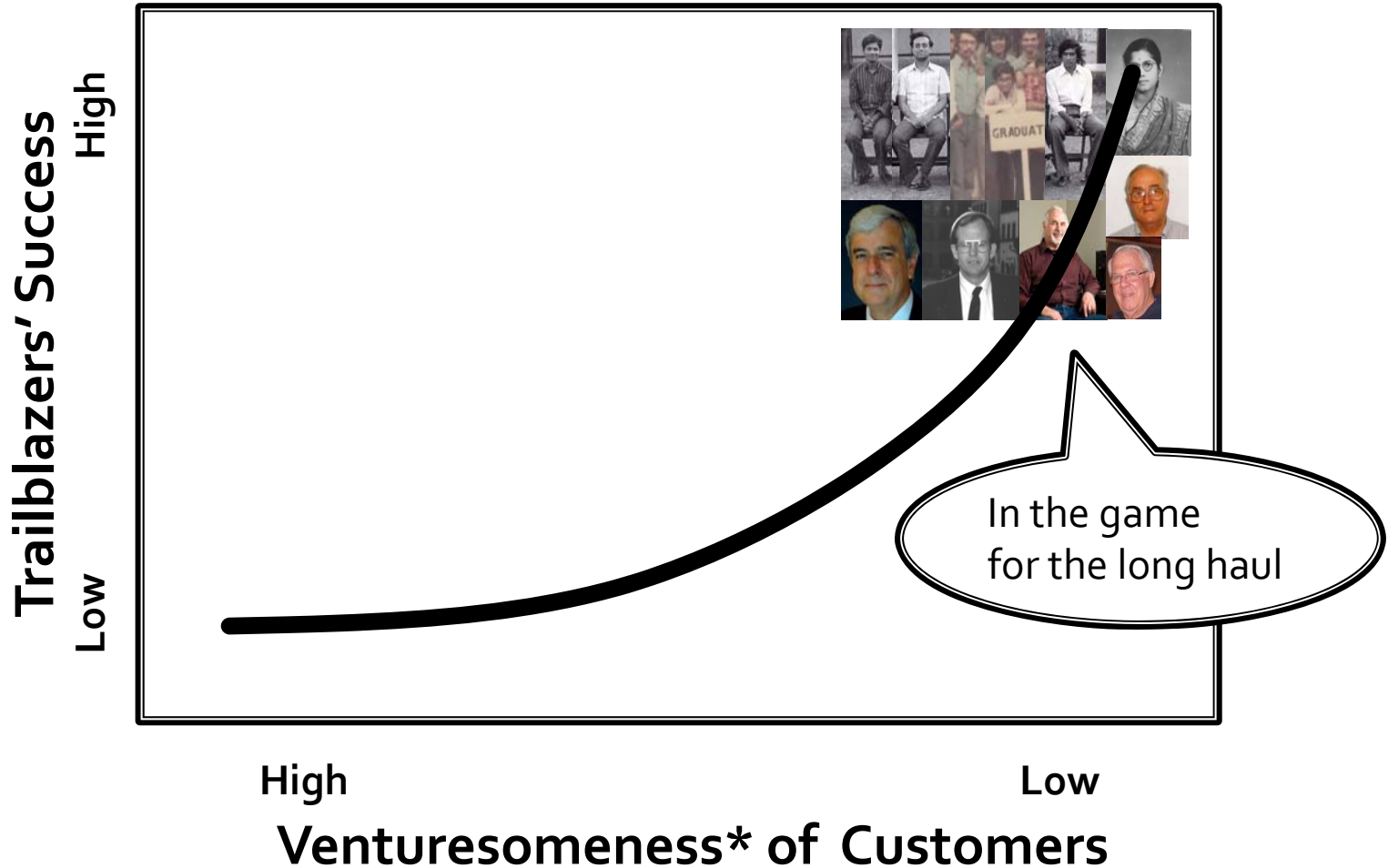


# Personal Characteristics

- Perceive World Differently
- Imagine a Different Reality
- Overcome Fear of Failure
- Possess Social Skills
- Patient and Persistent
- Continuously Improve Expertise
- Ethics/Integrity



# A Market Characteristic that Rewards Trailblazers





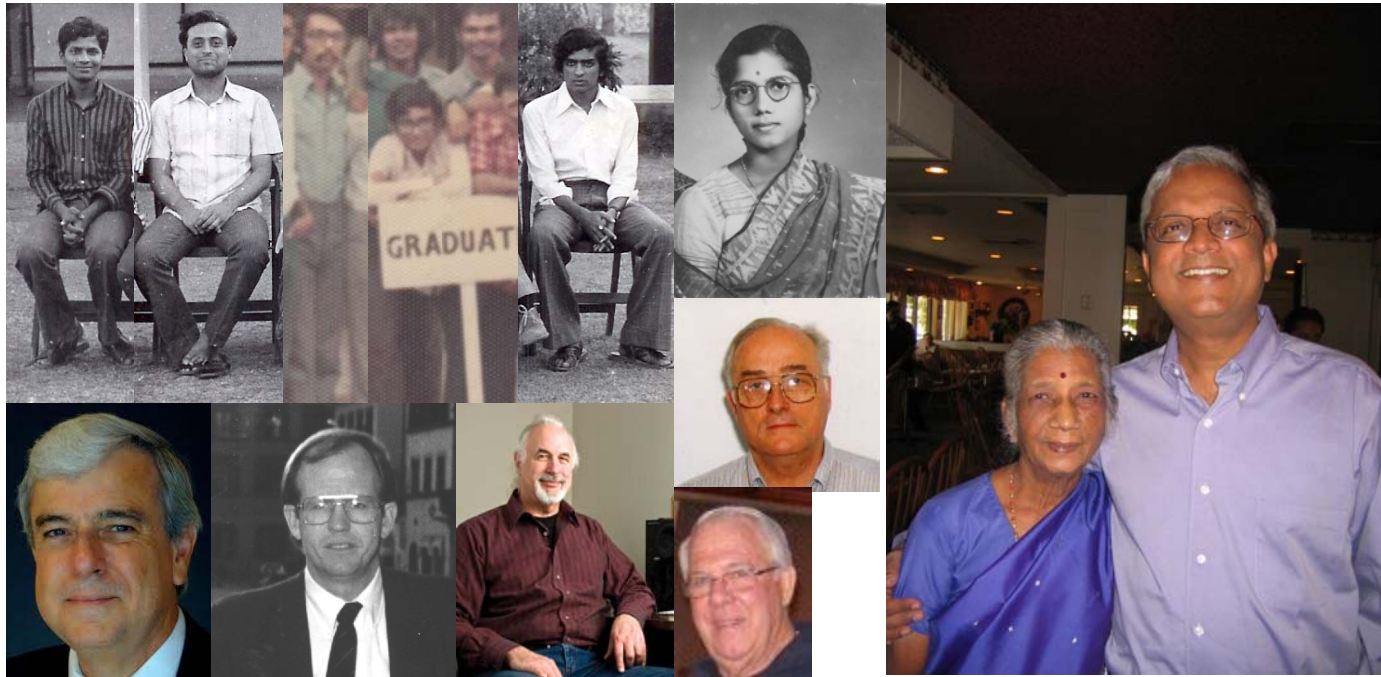
# A Personal Lesson Learned: Be Nice

- You may be sitting/standing next to a successful trailblazer



- Or his father

# My Salute to Trailblazers Thank You!





# Myth-Busting Trailblazers

## Pradeep Anand

IIMpulse Texas Conference, "Blazing New Trails"  
March 2012

pa@seeta.com; www.seeta.com; +1 281 265 9301