

BARSC

**Alistair  
Maclenan**

## **No One Cares What You Do**

Friday 12:10 – 12:20

As the earth observation industry becomes ever more crowded and subsequently more competitive, it will be those companies who stop talking about what it is they do, who will be commercially successful.

Alistair will take ten minutes to explain why it is that no one cares what it is you do and how to ensure that your company hasn't fallen into the trap of believing that people do..

— Future Horizons for Earth Observation



alistair@quarry-one-eleven.com



# Alistair MacLenan

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## Chair of BARSC, Founder & CEO of Quarry One Eleven

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Following leadership roles with both ER Mapper and Dataview Solutions (now part of Cyient), Alistair created the Quarry One Eleven agency to provide spatial-based companies with the critical marketing and business development services needed for commercial success.

Additionally, Alistair manages the marketing for the Geological Remote Sensing Group (GRSG), is a trustee for the charity MRKH Connect and recently took over the running of BARSC once again, to ensure that the membership organisation for remote sensing companies continues to provide their important representation, networking and information services.



[alistair@quarry-one-eleven.com](mailto:alistair@quarry-one-eleven.com)