



13th INSME Annual Meeting

“Improving Productivity in SMEs and Their Role in Global Value Chains”

From the 15th to the 17th of May 2017
Puerto Vallarta - State of Jalisco, Mexico

Mr. Gregory Detscher
Vice President of Sales
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Mr. Gregory Detscher has spent the last 20 years as an entrepreneur and consultant for organizations in a variety of areas including automotive, media, banking, retail, and other business services. These ownership and management experiences have provided him a unique understanding and pragmatic approach to the challenges facing today's entrepreneurs. Most recently in his role as VP of Sales at a developer of state-of-the-art psychometric instruments, he works on assisting companies achieve growth and efficiency by better understanding how an employee or candidate may think, learn, or behave in a specific role, based on their hard-wired traits and cognitive abilities. This data is used to develop best practices for improving hiring, training, and managing decisions.

Mr. Detscher is also the Director of Sales and Marketing for the Global Trust Registry, participating on a world-class project team that is addressing the globally identified issue of declining trust and corruption in the new digital economy. Over the last few years and based on B20/G20 recommendations, the GTR team members have developed a new digital platform that will foster trust and transparency between organizations, allowing all SMEs the opportunity to increase their participation into the global value chains by obtaining higher levels of trust. This is accomplished by utilizing real-time analytics and advanced AI to produce a trust score that predicts the likelihood of a sustainable relationship between organizations.