



LAWRENCE ZAMMIT B.A.(Hons) Econ., M.A. Econ.

Director



Lawrence Zammit is a Director of MISCO. He read Economics at the University of Malta where he graduated with Second Class Honours in 1976 and M.A. in 1980.

He has worked extensively in sales and marketing management in both the manufacturing as well as the services sector. As such he was responsible for developing and implementing marketing strategies including marketing research, new product development and marketing communications.

At MISCO Lawrence Zammit has developed the market research division of the organisation and has directed a number of local and foreign research assignments. Such research projects included social surveys, consumer surveys, business-to-business research, product testing and pricing research. His training experience includes public sector organisations and the Public Service as well as private sector companies, at senior, middle and junior management levels.

He conducts MISCO Training programmes on a regular basis on management and marketing topics, such as leadership, communication, team building, marketing research and marketing communications.

He also acts as a consultant to a number of business organisations, both in the private and public sector.

Lawrence Zammit has held a number of appointments. He was Chairman of the Malta Development Corporation, the Employment and Training Corporation, Malta International Airport plc and of Interprint Ltd. He is currently Chairman of Air Malta as well as member of the Board of Directors of International Hotels Investments plc, Vilhena Funds Sicav plc, Big Bon Finance plc and Mariner Finance plc. He is also a member of the European Society of Opinion and Market Research and the Market Research Society of the United Kingdom.