

— TRANSFORMING BUSINESS CHALLENGES INTO TRIUMPHS —

# OBSTACLES TO OPPORTUNITY

A BOOK BY PAT ALACQUA



## FEATURING JEFF HANNAH

International Business Strategist. Global Exhibitor  
Founder. Cultural Alignment Expert.

*“Without alignment, the journey becomes the obstacle.  
With it, strategy becomes unstoppable.”*

AS FEATURED IN CHAPTER 22:

**Captaining a Collaborative Crew with Global Business Leader, Jeff Hannah**

# CHAPTER 22: CAPTAINING A COLLABORATIVE CREW WITH GLOBAL BUSINESS LEADER, JEFF HANNAH

From trade show floors to executive boardrooms around the world, Jeff Hannah's career has centered around one thing. Cultural alignment.

*"If you don't have alignment, people will be trying all sorts of ways to get to the finish line. This makes the journey just as important, if not more than the destination."*

Jeff's story takes us through his early days in exhibit design, founding Nuance International, leading global teams, and managing creative operations across London, Abu Dhabi, and the U.S.

*"I don't approach challenges by instinct alone. I ask questions. I use every resource I can. And I build strategy based on facts, not fluff."*

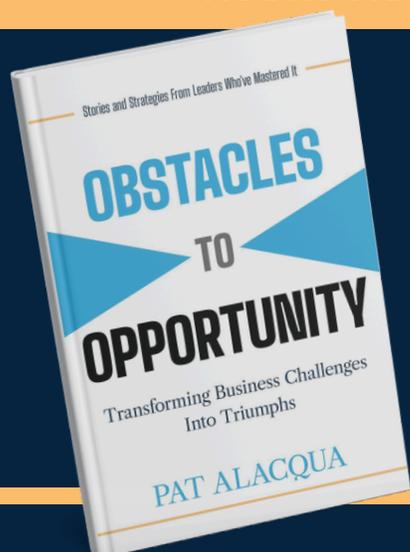
His leadership reminds us that success isn't just about hustle. It's about clarity, planning, and honoring cultural nuance in every interaction.

**GLOBAL LEADERSHIP ISN'T JUST ABOUT EXPANSION.  
It's about understanding, alignment, and using  
strategic foresight to turn complexity into clarity.**

## ABOUT JEFF HANNAH

Jeff Hannah is an international business strategist and exhibit industry pioneer. With over three decades of experience leading cross-cultural business efforts, Jeff founded Nuance International and later held executive leadership roles with Gielissen Interiors and Exhibit Concepts. His work spans strategy, design, and project leadership across global markets. His story in *Obstacles to Opportunity* highlights how strategic thinking, practical alignment, and cultural intelligence turn complexity into forward momentum.

**READ JEFF'S FULL CHAPTER—AND EXPLORE THE VOICES OF OTHER  
TRANSFORMATIONAL LEADERS AT [PATALACQUA.COM/BOOK](https://patalacqua.com/book).**



## ABOUT THE BOOK

*Obstacles to Opportunity* is a collection of powerful, real-world stories from leaders across industries. Each navigating a significant business challenge and discovering the opportunity within it.

You'll find practical strategies, mindset shifts, and behind-the-scenes insights from executives, entrepreneurs, and operators who turned challenges into clarity, momentum, and growth.