

## EXPERIENCE

- 2017 – Current      **Head of Sales and Marketing**      *LDRS Group*  
Working across twelve separate entities to manage sales and marketing. Sectors include hospitality, real estate, FMCG and construction with both B2B and B2C offerings. Marketing channels include social, print, digital and outdoor. Have rebuilt systems and structures to allow for greater engagement with key stakeholders. Introducing new reporting techniques to allow for better understanding of sales and marketing metrics and to ensure effective investment throughout the marketing and sales pipelines.
- 2017      **Manager, Market Engagement**      *TRS*  
Worked with corporate tenants to help achieve better outcomes for their commercial tenancies. Developed new product modelling to provide greater engagement and trust building with prospective clients.
- 2014 – 2017      **General Manager**      *Professionals Real Estate*  
Managed the day to day operations of three real estate offices and 30 staff. Introduced training and reporting structures that helped Operating Profit increase by over \$1 million in the last financial year. Managed the transition to new corporate branding.
- 2005 – 2016      **Founder**      *Celebrante.com.au*  
Created a startup providing cost per lead advertising for civil celebrants. Achieved consistent 8.5% market share for weddings across Australia and led the sector in customer satisfaction.
- 2011 – 2014      **Managing Director / Co-Founder**      *National Property Systems*  
Successfully established and led a startup aimed at providing outsourced property management services for real estate agents. Brought in 2400 properties in under 3 years.
- 2004 – 2005      **General Manager**      *Pascal Press / Blake Education*  
Managed two teams with combined turnover exceeding \$20 million per annum and restructured the customer service, warehousing and distribution teams across two states.
- 2001 – 2004      **Brokerage Manager**      *Bartercard Australia*  
Ran the largest company owned brokerage in Australia. Managed the NSW operations of a competitor takeover and effected continued growth across all years.

## EDUCATION

- 2009 - Current      **Bachelor of Commerce (Law)**      *Curtin University*  
2012      **Certificate IV in Real Estate**      *Australian College of Professionals*  
2010      **Certificate III in Frontline Management**      *Scouts Australia Institute of Training*

## AWARDS

- 2009      **Anthill Smart 100**      *Anthill Magazine*  
Celebrante.com.au was awarded as "An innovative cost-per-lead advertising venue for celebrants" in the 2009 Anthill Smart 100 Awards.
- 2004      **Mentor Award**      *Top Gun Business Academy*  
Awarded the Top Gun Mentor Award as voted by his peers for dedicated all round performance in the Sales Mentor Program.

## EXTRA CURRICULAR

- 2011 – 2012      **Non-Executive Director**      *Transport Online Solutions*  
Board role advising the business owner on start-up strategy, financial management, stakeholder engagement and web development.
- 2009 – 2011      **Executive Director**      *APSA*  
Co-founded and led an association for sales people. Established membership packages and worked collaboratively with a broad range of stakeholders.
- 2007      **Publisher**      *Ethical Investor magazine*  
Updated a magazine from black and white to colour. Established retail distribution networks. Increased print run to 10,000 per issue.
- 2006      **National Development Manager**      *NCLT (UNSW)*  
Worked with associations and NFPs across Australia to develop business and cultural programs with China and India. Established China tour with PIAA.
- 2003 – 2006      **Sales Trainer / Sales Mentor**      *Top Gun Business Academy*  
Worked with individuals across a range of industries to assist them with their sales and career growth.

## VOLUNTEERING

- 2017 – Current      **NSW/ACT Alumni Representative**      *Old Haileyburians' Association*  
Working to build the Alumni network in NSW/ACT, encouraging greater participation in OHA events and developing mentoring and support for alumni where required.
- 2009 – Current      **Graphic Designer**      *Lifeline*  
Working with Lifeline Northern Rivers on a range of marketing and fundraising projects including the annual "Walk the Walk" promotion.
- 2009 – 2012      **Scout Leader**      *1st Boronia Scout Group*  
Reinvigorated a scout troop and doubled its membership. Developed training and achievement paths. Guided the scouts through their badge progress.
- 2004      **Treasurer**      *Pymble Public School P&C*  
Performed the treasury function for the Parents & Citizens Committee which helped fund a range of events and programs for the school.

## CORE COMPETENCIES

- Growth focused senior executive and business mentor
- Experienced in navigating change while maintaining the positive engagement of major stakeholders
- Extensive experience in managing cross-functional teams
- Created sales and training methodologies for a range of B2B sales organisations
- Extensive background in developing new markets across a wide range of industries
- Creative business strategist with the ability to produce solutions to complex challenges
- Experienced public speaker with professional broadcasting training