

SALES & ACCOUNT DIRECTOR DIGITAL MEDIA EXPERT

ENHANCING CLIENT RELATIONSHIPS ▪ DEVELOPING BUSINESS OPPORTUNITIES
ELEVATING CLIENT PERFORMANCE

With a 20-year track record of accomplishment in business across diverse industries, have demonstrated a proven ability to consistently deliver revenue and profit growth in highly competitive industries and demanding environments. Success has been based on my ability to effectively lead, empower, develop and coach people to optimise their potential, contributions and commitment during substantial change.

KEY AREAS OF EXPERTISE

- Elevating the effectiveness of sales teams of up to 50 during periods of turbulence and uncertainty.
- Delivering demanding revenue and profitability expectations in challenging environments and consistently exceeding challenging revenue targets.
- Establishing and sustaining a culture focused on commercial excellence and achieving customer-centric outcomes.
- Negotiating and influencing to engender commitment to a shared vision.
- Formulating and executing highly successful sales and business development strategies.
- Leading business units through transformational change.
- Developing and managing \$25 million + budgets.
- Managing and implementing substantial sales and business development projects including rolling out customer management programs.
- Digital media marketing expert. Search engine optimization and marketing (SEM/SEO) Advanced Google accredited. Understanding of Social media marketing and website development.
- Demonstrated ability to determine, prioritise, and manage multiple, often conflicting, priorities to deliver agreed business outcomes.
- Knowledge of current information technology techniques, development trends and standards.
- Extensive experience in leading, managing and motivating teams and working with others in a project team environment.
- Proven experience in relationship management and negotiating with a range of internal and external stakeholders to achieve outcomes.
- Experience in the development and implementation of business improvement initiatives.
- Well developed written and verbal communication skills, in particular the demonstrated ability to provide specialist advice, and explain complex technical issues in language that can be understood by non-technical people. Author of Management guide with over 40,000 downloads.
- Ability to navigate politically sensitive situations and manage own behaviors to achieve outcomes.
- Proven ability to take initiative and make sound decisions based on an analysis of risk and business needs.
- Proven ability to think innovatively and resolve complex problems in a timely manner.

SUMMARY OF PROFESSIONAL EXPERIENCE

Sensis (Telstra Digital Media Group)

Media organisation incorporating Yellow Pages, Whereis Mapping, Call connect 1234, City search, True Local, White Pages and is a Google premium partner.

Since September 2010 / May 2005 – February 2010

-Account Director – Yellow Pages Division
South Australia & Queensland

-Product Development Executive and Sales coach

-Corporate media advisor

Northline

National warehouse, logistics and transport company with customers throughout Australia and the Asia Pacific region.

February – September 2010

Senior Business Manager

Champion Compressors

June 2004 – May 2005

Sales Manager
South Australia

Crown Equipment Corporation

May 1999 – June 2004

Rentals Business Manager
South Australia / NT

SELECTED CAREER HIGHLIGHTS

- Transformed an under-performing call centre at Sensis to one of the company's best contributors nationally by holding each manager and staff member accountable for results and setting individual and team goals.
- Part of the development team introducing a new IT system at Sensis for processing sales orders, delivered the initial training throughout South Australia and Western Australia and provided ongoing technical support and coaching during the transition process.
- Coached Sensis sales staff to become highly effective account managers which elevated customer retention and satisfaction and optimised additional business opportunities.

EXPERIENCE & ACHIEVEMENTS

Account Director (South Australia / Queensland)

Sensis – Yellow Pages Division _____ **since September 2010 / May 2005 – February 2010**

Background

Lead a team of three Sales Managers who each manage up to 10 Media Sales Advisors to drive culture change and accountability throughout the sales organisation to elevate its capabilities in delivering targeted outcomes and commercial excellence. Coach managers on delivering effective feedback, delegating responsibility, developing succession plans and building professional relationships with staff.

Major Contributions & Challenges

- Fostered a collaborative environment in a climate of significant culture change during the transition from a print centric to a digitally focused business. Coached staff in social media, Google Ad-words and website optimisation.
- Implemented the 'Daily Management System' to drive Sales management effectiveness and accountability in a way that enhanced transparency and monitoring.
- Created an environment of collaboration and open communication. Everyone is in sync with achieving a common goal/purpose. Encouraged and coached all staff to give and receive feedback on enhancing performance through coaching each other in areas of development and strengths.
- Consistently maximised sales performance through effective execution of the sales strategy, disciplined leadership and fostering sales management capability.
- Increased year-on-year revenue by 48% during the past three years, grew print revenue by 8%, search engine marketing revenue by almost 80% and digital revenue by 75%. Achieved by focusing attention of staff and managers on the activities required to achieve targets, ensuring that managers coached staff in sales techniques, introducing a skills matrix to measure improvements in abilities and empowering staff to hold each other accountable for results.
- Increased the customer base by 13% after introducing weekly new business sessions, management and staff coaching, rewarding outstanding performance and empowering staff to establish their own measurements and rewards.
- Drove the transformational change of system implementation of 156 legacy customer relationship management systems to one web based system iGen.
- Secured four of the company's largest digital advertising accounts, including Jim's Plumbing, Stratco, VIP Home Services and Seeley International by providing robust and reliable data to support recommendations and engendering trust by providing advice and support. Involved developing a new product suite and updating the company's software to accommodate the growth in the customer base.
- Worked with key customers to build and implement digital marketing strategies including website optimisation, Google Adwords, social media marketing and Yellow Pages online listings. Included Bank SA, Elders, Chess Intermove, Stratco, Seeley International, Jobfit Health Group, Profix, Garden Grove, Discount City Carpet, Hearing Life and Tenneco Automotive
- In delivering the highest new product sales nationally, coached the team in digital marketing strategies and techniques to enable the team to achieve almost 150% of the sales target in 2011 with eight of 10 Account Executives exceeding individual targets their objectives.
- Produced and directed a consultant training video used by the firm's National Training Committee which enabled all staff to learn from the techniques and methods adopted by the company's top performers.
- Consistently achieving customer satisfaction results of 9 and 10 out of 10 for customer service and product knowledge.
- Awarded trip qualification on 2 occasions awarded to top 5% of Sensis staff in revenue results, customer service and team leadership.

Senior Business Manager

Northline

February – September 2010

Background

Recruited to facilitate the change process associated with the company's proposed expansion into the Asia Pacific region. After six months, the business decided to defer its expansion program and remain focused on Australia in the near terms.

Maintained an excellent working relationship with the company's customer base and Sales Executives. Managed customer expectations, negotiated and consulted with the Operations team to ensure that budgets were managed and schedules were met. Discussed client issues with Sales and Operations to eliminate errors and identify continuous improvements to deliver greater effectiveness. Mentored and guided the sales and marketing team to optimise their capabilities and contributions and to expand their skill base.

Major Contributions & Challenges

- Secured two major new contracts by identifying opportunities where the company could support clients locally and their expansion into international markets.
- Ensured that the company complied with strict customer requirements using Six Sigma principles.

Sales Manager (South Australia)

Champion Compressors

June 2004 – May 2005

Background

Established and maintained relationships with prospective clients. Managed and coached a small sales team.

Major Contributions & Challenges

- Exceeded the sales growth target by 70% over six months with a 28% gross margin.
- Established relationships with mining operations and purchasing managers in the SA/WA mining sector which provided opportunities to present recommendations for upgrades.

Rentals Manager (SA/NT)

Crown Equipment Corporation

May 1999 – June 2005

Background

Managed the company's relationship with major accounts to optimise profitability and client retention. Developed cost benefit models for clients. Formulated the marketing strategy for the rental business. Developed plans to accommodate the changing needs of major clients. Sourced and negotiated the best prices and terms from suppliers.

Major Contributions & Challenges

- Grew the revenue of the company's Rentals Division in SA/NT by 106% by securing new clients and retaining existing clients through accurate forecasting to meet seasonal changes in customer needs.
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TERTIARY EDUCATION & PROFESSIONAL QUALIFICATIONS

Executive Master of Business Administration (MBA)

University of Edinburgh (in progress)

PROFESSIONAL DEVELOPMENT & TRAINING

Harvard Business School – Mentor Program

Certificate IV in Workplace Training & Assessment

Blanchard University/Telstra – Certificate in Situational Leadership

Telstra - Certificate of Advanced Sales Management

Jack Welch Institute - Diploma in Business and Marketing Management

Telstra - Certificate in building trust within an organisation with internal and external customers

Leadership Management Australia - Change Management

Australian Institute of Management - Leading & Motivating a Team

ADDITIONAL ACHIEVEMENTS

Master Photographer & Owner

Premier Images (since January 2008)

Author

“Key Leadership”

A framework behind effective leadership

Wrote, edited and published a management guide that has been download over 40,000 times in the 24 months since its publication. Picked up by Amazon Publishing for distribution.

Subjects included:

Trust, the foundation of leadership and great customer experience.

Key principles of effective management.

One on one's, Coaching, Feedback, Delegation

Accountability and blind spots

Six sigma & lean principles

Effective communication through Social Styles and DiSC profiling

Partnering for performance and development levels

MEMBERSHIPS & AFFILIATIONS

Peter Drucker Institute: Mentee (since 2012)

Australian Institute of Company directors (since 2013)

Leaders Institute of South Australia (since 2013)

IT PROFICIENCY

Outlook, Word, Excel, PowerPoint,

Google Adwords

Website enhancements and optimisation using various diagnostic tools

Apple Mac operating systems.

Adobe Photoshop, Lightroom, Video editing

REFEREES

Richard Austin

Head of agency sales Australia

Cover-More Insurance - Former State Director, Sensis Queensland