

Contact Details

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mailto:

Career Summary

Aug 2005 – Feb 2007	Advertising Operations Manager NSW & SA/NT/TAS XYZ Classifieds (a division of XYZ)
April 2001 – May 2005	Regional Manager – Operations Asia Pacific XYZ Limited – Marketing Consulting Company
Sept 1999 – April 2001	Operations Manager – Australia XYZ Direct – Insurance Marketing Company
April 1997 – Sept 1999	Client Service Coordination Manager XYZ Systems (a division of XYZ Australia)
Sept 1994 – Jan 1997	Customer Service Manager – Call Centre XYZ – UK
June 1993 – Aug 1994	Customer Relations Officer XYZ (a division of XYZ)

Core Management Competencies

- Operations Management	- Client Relationship Management
- CRM / DM System Implementation	- Training / Development
- Budget Control	- Start-up Operations / Change Management
- Project Management	- Employee Development
- Call Centre Management	- LAN / Communication Set-Up Management
- Contract Negotiations	- Financial Data Management
- Production Management	- Performance Management
- Cross-cultural Management – Asia Pacific	- IT Service Delivery Management

Professional Experience

Aug 2005 – Feb 2007

XYZ Classifieds (a division of XYZ)

Reporting to:
General Manager Operations

Direct:
1 Production Manager
2 Photography Coordinators
2 Sales Support Team Leaders
1 Online Team Leader
1 Ad Traffic Team Leader

80 Operations employees

Operational efficiencies
Costs savings - \$1.2 million
Commercial Online – 24% growth
Print savings to target – 12%
Staff churn reduction – 10%
Customer churn reduction – 11%

Advertising Operations Manager NSW & SA/NT/TAS

Purpose:

To manage the direction and cost management across all facets of XYZ Classifieds Operations in relation to providing an excellent customer experience both internally and externally spanning print and online operations. Manage staff and print budgets to ensure the Business Unit meets its aggressive targets across 7 print products and hundreds of online contract offerings.

Responsibilities and Achievements:

- Implemented and researched operational efficiencies across all parts of the operational supply chain.
- Managed change through planning and preparation and open communication to ensure the impact was positive and the change transitioned effectively.
- Introduced reporting KPI's to benchmark all parts of operations, setting goals and targets.
- Transformed the print / online commercial classified contract to ensure a simple efficient solution was experienced by customers / sales and operations.
- Developed and motivated the team to maximise potential by building the team through commitment and co-operation, creating an environment of success.
- Maximised product penetration across the business including the launch of two new print publications and a number of classified / online product bundles.
- Managed the relocation of 3 business sites (160 staff) to centralised XYZ offices.

April 2001 – June 2005

Reporting to:
CEO – XYZ Solutions Limited

Direct:
3 Customer Service Managers
2 Technical Managers

Indirect:
40 Customer Service Operators

XYZ Solutions Limited

XYZ Solutions Limited is a marketing consulting company that specialises in insurance direct response marketing and telemarketing.

Regional Manager, Operations

Responsible for the development and roll out of the Direct Marketing Insurance CRM System into various markets across Asia. This included Back Office consulting to insurance clients on set-up of hardware, communications, costing, staff hiring and development, system manuals and training and ongoing support on business flows. Oversaw multi-site CRM Contact Centres across Asia Pacific and advised in ongoing service enhancements. I was also responsible for the management of XYZ Solutions Limited, internal hardware, software and email plus all IT and Customer Service programs across Asia. Recently for a seven month term I actively managed the entire Japanese office as Country Manager ensuring a smooth transition was made until to a new country head was assigned.

Responsibilities and Achievements:

- Acted as Principal Consultant on projects that saw the development and roll out of the \$1.3M Direct Marketing Insurance System into key markets.
- Assisted in the proposal and presentation stage of the client engagement.
- Managed service deliverables, staff performance and managed external vendors / Call Centre outsourcing.
- Handled P & L's for the Japanese business and ran the budget control for the systems in Asia Pacific.
- Setup ongoing software support for the systems from a sourced company in India.
- Actively managed logistics of hardware, software and personnel for the region.
- Managed the entire business relationship between the Insurance Company, Re-insurance Company, Credit Card Company, and Telemarketing Company.
- Assisted in the facilitation of change management related issues for the client.

Sept 1999 – April 2001

XYZ Direct, Sydney Australia

XYZ Direct is part of XYZ, a reinsurance company that specialises in insurance direct response marketing.

Reporting to:
Country Manager - Australia

Direct:
5 Customer Service Officers

Indirect:
30 Customer Service Operators

Operations Manager for Australia

Responsibilities and Achievements:

- Oversaw the project development of the \$3M Direct Marketing system into a Siebel System environment assisting with the rollout into the Sydney and Hong Kong office.
- Active participant in the tender process of the system selection and scoping workshops.
- Actively build internal LAN for the Sydney office with back-up and recovery plan, including Internet provider negotiations and email establishment.
- On-going System Administration of Microsoft NT network – maintaining security on staff files.
- Actively built and developed the Customer Service / Operations professionals required for the companies' rapid growth plans.
- Actively involved with Country Manager at Marketing Campaign level to ensure Back Office procedures matched those of the clients needs, including data flow, fulfilment packs, call handling etc.
- Drafted training manuals for the internal Direct Marketing System and ongoing customer service training for Back Office staff for inbound and outbound sales calls.

April 1997 – Sept 1999

XYZ, Sydney, Australia

Reporting to:
General Manager Customer Service

Direct:
5 Team Leaders

Indirect:
10 Customer Service Operators
70 Technical Support

Client Service Co-ordination Manager– Software Support Centre

Responsibilities and Achievements:

- Actively managed the technical accounting support staff across Australia for all inbound software support queries, this included network and platform support.
- Managed the performance of the technical staff and developed performance plans for them.
- Allocated urgent support jobs to specialised support personal internally and using national staff resources, up to 400+ resources available to my department.
- Actively built and developed internal customer service team to handle onsite maintenance, logistics handling, various account questions and licensing calls.

- Handled outbound database cleansing programmes to ensure efficient marketing campaigns.
- Managed internal staff account setup and installation of hardware / software and communication.
- Set internal customer service KPI's for staff and carried out appraisals.
- Produced weekly and monthly board reports on call analysis and outcomes for General Manager and CEO.
- Setup software training sessions for new releases to ensure call quality maintained.
- Handled major client complaints and feedback.

Sept 1994 – Jan 1997

XYZ, Edinburgh, UK

Reporting to:
CEO

Direct:
3 Team Leaders

Indirect:
40 Customer Service Operators

Client Service Co-ordination Manager– Software Support Centre

Responsibilities and Achievements:

- Actively managed and developed the inbound and outbound customer service professionals.
- Setup and management of back office fulfilment service for client literature and products.
- Actively managed entire inbound marketing campaigns for national television campaign
- Project managed the back-office systems support to ensure client data was secure and appropriate standards were followed.
- Provided Monthly board reports to CEO for sales and billing statistics and managed monthly sales reports to invoice clients on call statistics.
- Actively established new accounts post sales to determine client requirements both immediate and in the future.

Education

Formal Education

- University of New South Wales, **AGSM MBA**, (2009)
- XXXXX University, UK, Bachelor of Business, IT and Finance, (1990)

Professional Development

XYZ, Sydney - Pivotal CRM customisation and usage training, 2001	XYZ, Sydney - Siebel CRM customisation and usage training, 1998
XYZ, Sydney - Certificate in Crystal Reports design.	XYZ, Sydney - Windows 2000 Network and Operating System Essentials, 1998

References

Available upon request