

CURRICULUM VITAE

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April 2007 – Present SCHOTT Australia Pty Ltd, Australian & NZ Business Unit Sales & Marketing Manager

Business manager of Precision Tubing, Labware (DURAN), Lighting, Defence & Aviation. Wholesaler of premium glass responsible for Australian & NZ scientific distributors, glassblowers & manufacturing industry. Responsible for market share & sales growth in addition to inventory, orders, stocking, shipping & promoting. Market research of competition, presentations, direct management visits, technical training, market awareness campaigns & rebuilding the industry. Direct B2B interaction resulting in distributor confidence for market growth. Represent multiple international suppliers with a budget close to \$10Mil.

- Achieved 5% of growth sales in FY 10/11 in a mature market for laboratory glassware.
- Introduced an innovative marketing research tool providing invaluable & unique clients data for the first time.
- Nearly doubled sales growth in FY 10/11 compared to the previous FY for the BU-L (microscopy).
- 09/10 FY margin exceeded budget 10% and 6% in 10/11 FY.
- Doubled FY 09/10 forecast EBIT & exceeded new products target by greater than 350%.
- Winner in Asia Pacific region for both overall turnover & promotional sales for DURAN labware in 2009.
- FY 09/10 4x months subsequently exceeded previous records of monthly sales.
- Intelligent competitive pricing against inferior & comparable competitive products increased market share over 10%.
- Increased in-field staff average productivity by 6% over last two CY.
- Succeeded in increased brand awareness with national training academies, editorials & promotional marketing support.
- Negotiated terms of agreements with international suppliers & local distributors for strong long term relationships.
- Knowledge of physical, chemical & dielectric properties of glass, as used in various end-user applications: Titration, Aeronautics, Micro-Electronics, Fiber Optic Cladding Components, Spectroscopy, Defence, PhotoBioReactors, Hazardous Lighting Applications, Commercial & Retail Household Hollowware Markets.

Jan 2006 – Apr 2007 Choice Analytical Pty Ltd, Technical Sales Manager

Company director responsibilities of a private national scientific distributor. Specialising in analytical equipment consumables, spare parts & industry standards. Re-established & built up the client base to create new national sales opportunities. Demonstration of capital equipment providing professional solutions for laboratories.

- Initial budget of \$1.8Mil increased by \$145k in a single fiscal year.
- Always met target agreement of sales, measured as a quarterly growth compared to previous quarter.
- Researched & identified business/product opportunities, added an international supplier to portfolio.
- Increased capital equipment sales by nearly 20%.
- Administered office to establish a highly productive & communicative team.

1997 – 2006 Australian Scientific Pty Ltd, Technical Sales Representative

Scientific sales representative for NSW with cliental in all scientific fields. Established a autonomous remote office (Newcastle head office) ensured efficiency & quality results. Responsible for demonstrations, product training & remote repairs of equipment. Specialising in chemistry & pathology.

- Produce & deliver technical speeches at scientific conferences throughout Australia.
- Successfully introduced new pathology capital processing equipment into Australian laboratories, now industry standard.
- Demonstrated new analytical instrumentation to specialists with precision & professionalism.
- Assess individual product requirements at hospitals, laboratories, institutions & implement new systems &/or equipment.
- Coordinate industry forums to introduce, educate & demonstrate new radical novel instrumentation.
- Continuously undertake extensive training & self-education to become a national product specialist.

1995-1997 Waste Service NSW, ALS & EPA, Chemist (Analytical) & Supervisor, Environmental

Supervisor & environmental chemist responsible for operating inorganic analytical instrumentation, e.g. ICP-MS, ICP-AES & AES. Reporting & maintaining of the division's daily needs to ensure results were rapid, correct & meeting NATA standards.

- Designed & executed autonomous research projects.
- Evaluated & developed team members through communication, coaching & performance appraisals.
- Maintained superior QC practices for maximum productivity, safety & regular audits of experimental procedures.

1989 – 2001 DJM Entertainment, Consultant & Partner

Entertainment services for a large scope of private functions including: specialised lighting systems, decor, catering & musical entertainment. Managed & controlled all aspects of the company including accounting, customer service, staff training & asset acquisition.

1994 Bachelor of Science, Chemistry - Honours (Analytical Chemistry), UNSW

1987 HSC - St Paul's College, Manly

Interests: My family, rugby union, skiing, music, saxophone, cooking, Justice of the Peace, home brewing & a keen aquarist.