

# CHRISTINE BENNETT

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## SALES & OPERATIONS DIRECTOR

FINANCIAL & OPERATIONAL MANAGEMENT | SALES & MARKETING STRATEGIES | TEAM MOTIVATION & DIRECTION

Dynamic, innovative and resourceful Senior Level Manager presenting with a proven history of achievement in directing operational and financial management and driving the design and execution of revenue boosting marketing strategies in national and international multi-million dollar environments.

Through astute business and CRM skills identifies and captures challenging markets and woos high-end clients. Exceptional ability to lead, inspire and empower individuals and teams, building strong team loyalty and individual accountability.

- Performance Management & KPIs
- Strategic Planning & Execution
- Business Development
- Sales & Marketing Strategies
- Team Building & Leadership
- Financial Management & Budgets
- Enhanced Relationships
- Negotiation & Consultation
- Strategic Partnerships & Alliances
- Competitor Analysis
- Forward Thinking
- Creative Thinking
- Coaching & Mentoring
- Board-Level Presentations
- Recruitment

## PROFESSIONAL INSIGHT

**OPERATIONAL MANAGEMENT – Grew subsidiary company from start-up to \$12M turnover**, establishing an unknown brand in #1 position countrywide despite highly competitive market | Expanded Queensland business development operations from start-up to secure \$250K within second month of tenure.

**CLIENT RELATIONSHIP MANAGEMENT – Resolved negative attitude** toward company, re-signed client and restored a relationship of trust | Overcame critical client communications issue through sensitive negotiation and consultation with suppliers and client's management team, capturing significant increase in business.

**SALES & MARKETING - Exploded sales growth by 40% each year** consistently achieving aggressive revenue targets | Increased gross profit by 30% within 6-months.

**BUSINESS DEVELOPMENT – Identified and established lucrative partnership** between the Simpsons Transport Association, TightGrip Security and Statewide Bank | Recognised shortfall in training opportunities to form strong relationship with TS&A.

**LEADERSHIP – Improved employee engagement** through clear leadership behaviours, creating an environment of empowerment, ownership and responsibility | Boosted team motivation and performance through proactive introduction of training programs, team KPIs and staff bonus scheme.

## CAREER HISTORY

FOX DATA SOLUTIONS – Brisbane, Qld

4/2007 to Present

*IT networking, outsourcing and services employing 50 personnel.*

### Global Services General Sales Manager

Reported to: Managing Director

Supervised: 3 Direct Reports | 21 Support Staff

Recruited to manage key accounts, conceptualise tactical marketing strategies, grow revenue stream and direct day-to-day business operations, with full P & L accountability. Produce marketing and sales material, develop standard operating procedures and compile weekly, monthly and quarterly project and campaign reports. Function as company representative at conferences, seminars, events and exhibitions.

- **Manage portfolio of complex high-end accounts**, including ALD Limited, Bank of West Queensland, Range National Bank, Island International and more, operating on multiple levels from users and senior management to director level, directing negotiation and service.

- **Exploded sales growth by 40% each year** consistently achieving aggressive revenue targets through cultivating and expanding regional accounts, strategic partnerships and channels.
- **Developed team performance** to deliver enhanced client solutions and sustainable business growth, and maximise productivity through driving customer focused sales and service excellence. Motivated **growth in closing ratio from \$11M to \$44M.**
- **Secured \$250K business in second month** and developed a pipeline of more than \$5M despite no prior business development activities in Queensland.
- **Overcame critical client communications issue** through sensitive negotiation and consultation with multiple suppliers and clients to achieve significant increase in business.
- **Improved employee engagement through clear leadership** behaviours, creating an environment of empowerment, ownership and responsibility through open and honest dialogue. **Decreased 'silo' effect** within the branch through building wider divisional synergies across the greater Queensland operation.
- **Boosted team motivation and performance** through introduction of training programs, educating on the science of CRM and relationship marketing, motivating individuals to be more solutions oriented, setting team KPIs, and implementing sales and support staff bonus scheme.

TECHNOLOGY SOLUTIONS PTY LTD – Brisbane, Qld

2/2002 to 3/2007

*Global privately-owned company supplying industrial technology-based cash handling solutions.*

### Sales & Operations Director

Reported to: Managing Director, Australian and New Zealand

Supervised: 5 Direct Reports

**Grew subsidiary company from a start-up to \$12M business** supporting 40 employees. Managed full set-up plus all operations including implementation of systems and procedures; sales, forecasts and targets; marketing and pricing structures; manufacturing and inventory control; with full financial management accountability. Ensured local and New Zealand legal and statutory compliance, including corporate governance, industrial relations and import controls.

- **Established unknown brand as #1** countrywide despite extremely competitive market.
- **Introduced local support and repair centre** for entire product range. This 24/7 support line was a company first, becoming a benchmark for service across all global branches.
- **Designed and implemented full cash management software solution** for the banking market, integrating company systems to bank's mainframe. Negotiated at board level to secure cash management system ownership from bank for entire group.
- **Identified and established lucrative partnership** between the Simpsons Transport Association, TightGrip Security and Statewide Bank to supply total Cash Management Solution to the TS&A.

### FURTHER EMPLOYMENT

LAN COMPUTING SYSTEMS – Sales & Administration Manager

1998 to 2001

THOMAS & SONS – Account Manager

1995 to 1997

## QUALIFICATIONS & TRAINING

### MBA: GENERAL MANAGEMENT

INSTITUTE OF SOUTHERN QUEENSLAND – Brisbane, Qld

### MANAGEMENT APPLICATION PROGRAM (MAP)

SENIOR SCHOOL OF MANAGEMENT – Brisbane, Qld

~~ 2<sup>nd</sup> in a class of 52 students ~~

### MARKETING MANAGEMENT DIPLOMA

COLLEGE OF MARKETING STRATEGIES – Sydney, NSW

## PROFESSIONAL ORGANISATIONS

Institute of Management Professionals