

## ***CURRICULUM VITAE***

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## **INTERESTS**

- Motorsport
- Writing and presenting “Effective Marketing” papers to various organisations
- “Here to Here” – Travelogue TV programme
- “Round The Bend” – Auto road test production

## **EDUCATION**

<b>1956-61</b>	Liverpool Boys High School Leaving Certificate
<b>1962-66</b>	University of New South Wales B. Eng. (Surveying) Board of Surveyors Registration 1967
<b>1968-71</b>	Sydney Technical College (now UTS) B.Bus (Marketing) Hons.
<b>1976 – 1977</b>	Chartered Institute of Marketing (UK) MA (Mkgt)

### **Further Qualifications**

Numerous 2-14 day residential courses on Sales, Marketing, Finance, Distribution and General Management held at colleges including Henley Management Centre, England, Chartered Institute of Marketing, England and Management Centre Europe in Brussels.

Further constant development through various AMI seminars.

Certified Practising Marketer (CPM) with AMI

## **MEMBERSHIPS**

Fellow - Australian Marketing Institute.  
Fellow of the Chartered Institute of Marketing (UK)

## **CAREER HISTORY**

- 2006 - Date**      **MARKETING CONSULTANT** - Sydney  
Marketing and business strategy consulting to a wide range of companies.
- 1989 - 06**      **INGRESS MARKETING PTY. LTD.** - Sydney  
Managing Director  
A hands-on consultancy/agency that was in effect the complete external marketing department of client organisations.
- 1987-89**      **UNISYS LTD** - London  
Marketing Director - Indirect Sales Division  
Responsible for marketing PC computers and peripherals through distributor and dealer Networks throughout EUMEA.
- 1983-87**      **COMPUTERLAND EUROPE**- Luxembourg  
Marketing Director  
Developed the marketing programmes across Europe geared to the end user, the potential franchisee, the existing franchisee and from the supplier to the franchisee.
- 1979-83**      **RANK XEROX LTD** - London  
Sector Marketing Manager (Benelux)  
Responsible for marketing activity relating to small and mid sized copier products.
- 1973-79**      **MEMOREX EUROPE** - London  
Marketing Communications Manager for Europe  
Responsible for the above and below the line marketing communications activities throughout Europe.
- 1971-73**      **PRUE ACTON COSMETICS PTY LTD** - Melbourne  
Group Product Manager  
Responsible for the decorative range (lipsticks, eye shadow, blushers) of cosmetics.
- 1968-71**      **MENNEN TOILETRIES PTY LTD** - Sydney  
Product Manager  
Responsible for the day to day marketing activities for the men's range of toiletries.
- 1961-68**      **A W BLAIR & ASSOCIATES** - Sydney  
Surveyor  
Qualified as a surveyor in the family business.

### **EXTRA CAREER ACTIVITY**

Part-time advanced driving instructor with Peter Wherrett Advanced Driving school in Sydney and Melbourne.

In Europe, raced Formula 2, Group 6 Sports and Group 5 Touring cars where I was contracted to use BMW engines for 9 years. Semi-pro for 17 years.

BMW Car Club, (committee member for 8 years, President for 3 years). I introduced basic and advanced driver training to the Club in conjunction with the Police Driver Training Unit in Goulburn.

Currently producing "Round the Bend". A promotional series of DVD's of road tests on cars for various dealers.

In pre-production of a TV series called "Here to Here".

