



As a CEO for the past 5 years, I have engaged intimately with the Chair and Board across all board issues including strategy, financing, risk management and culture. I have developed key skills including stakeholder management, tested when navigating a board with diverse and sometimes misaligned priorities representing majority, minority and founder shareholders.

Supporting my ability to contribute to robust board decisions is my 20 years of experience in diverse leadership roles across sales, marketing, product, and general management - providing the ability to analyse risk, opportunities and strategic direction, and to deliver feedback in a clear and concise manner.

Throughout my executive career, I've excelled in driving significant business transformations and cultivating a thriving organizational culture that leads to enhanced performance and growth. Applying my leadership competencies, I've skillfully managed substantial financial portfolios, showcasing a track record of success in strategy development and execution, customer relations, change management, business revitalization, and the establishment of high-performing teams.

I'm seeking Independent Directorships that will leverage my experience delivering strategic oversight and effective decision-making.

I graduated the Institute of Directors Company Directors Course in Dec 2023, and am now pursuing Chartered membership status.

GOVERNANCE COMPETENCIES

Strategic Leadership: Spearheaded strategic reorientation at both Plan B Group and Microsoft, consistently leading teams towards achieving company vision and objectives.

Financial Oversight: Managed substantial P&L responsibilities, most notably a \$450M P&L at Microsoft and a \$30M+ P&L at Plan B Group, showcasing sound fiscal governance.

Change Management & Business Transformation: Successfully pivoted Plan B Group from a legacy IT model to a cloud-oriented service and transformed Microsoft NZ's core business approach.

Risk Management: Led Plan B's post-Covid Business Recovery strategy

Stakeholder Engagement: As the face of prominent brands, extensive spokesperson experience across various media, influencing at a macro level.

Culture & Talent Development: Demonstrated history of cultivating a positive organizational culture, including turning around employee satisfaction metrics and reducing talent churn substantially.

RECENT EXECUTIVE LEADERSHIP

Chief Executive Officer	Plan B Group	June 2018 - present
Director Marketing & Operations (CMO & COO)	Microsoft New Zealand	Oct 2010 – Nov 2017
Director Business Management	Microsoft Australia & NZ	Sep 2006 – Oct 2010
Xbox Regional Sales Manager	Microsoft Australia & NZ	Jan 2005 – Sep 2006
Group Sales & Business Operations Manager	Microsoft New Zealand	Oct 2002 – Jan 2005
Consumer Sales Manager	Sony New Zealand	May 1999 – Oct 2002

ACADEMIC QUALIFICATIONS

Company Directors Course – New Zealand Institute of Directors	2023
Masters of Business Administration – University of Auckland	2005
Graduate Diploma in Business Administration – University of Auckland	2003 – 2004

COMPETENCIES & RECENT ACHIEVEMENTS

Leadership: 20+ years People and business leadership. Most recently leading the culture merger and turn-around of Plan B Group acquisitions turning E-NPS around from 11pts to 68pts whilst reducing unwanted talent churn. History of building world-class teams through recruitment and development. Highest staff morale in Microsoft NZ for five consecutive years. Integral to winning the AON Hewitt Best Places to Work in NZ 2012 and 2015.

Financial Management/P&L: Full ownership of \$30M P+L. Managing revenue and costs through an organisational turn-around, including the retirement of margin-rich yet dwindling legacy business toward the lower margin, high-growth product sets. Drove margin enhancement initiative to reduce underlying operating costs by circa \$3M over 2 years.

Change Management & Business Transformation: Leading the transformation of culture, vision, values and market offering to repivot Plan B Business from a legacy IT Infrastructure and Disaster Recovery business to a cloud-oriented networks and services organisation. Balancing pace of change to retain customer value and revenue whilst building for the future. Chief Transformation Officer of Microsoft NZ from a Software company to Cloud Services company.

Strategy: Plan B; Led the development and execution of the Group's turn-around strategy. Implemented multi-year vision, purpose, and culture to unify the team. Developed market understanding, re-pivoting product and Go-To-Market offerings to develop relevance and leadership in the marketplace. Microsoft; #1 Market Share globally.

Sales: Led multiple sales organisations to continued success. Rebuilt sales capability at Plan B from legacy relationship managers to a balanced team, growing pipeline whilst retaining deep relationships. Microsoft: turned around underperforming AU business to recapture market share and recover a \$2M revenue gap on a \$16M business.

Marketing: Led Microsoft New Zealand's sponsorship of 2011 Rugby World Cup. Lifted brand awareness and increased CXO engagement on top 30 accounts. Led the creation of the "Every Child Learns Differently" Education campaign. This resulted in Windows gaining 6pts of share in 6 months and created momentum in the sector.

EXECUTIVE LEADERSHIP EXPERIENCE

Plan B Group

June 2018 - present

Plan B Group is a leading Digital Infrastructure provider. With a legacy as New Zealand's leading Disaster Recovery & Business Continuity provider, Plan B offers Nationwide Data Centre, Cloud and Network capability to Connect, Protect and Enable our customers.

Chief Executive Officer

- Transformed and turned around Plan B Group, overseeing a \$30M+ P&L.
- Established mission, vision and culture of disparate organisations into a single, growth oriented organisation
- Successfully led the acquisition of the company's three largest customers, driving over \$20M in contract value.
- Achieved operational cost reductions of over 20%, demonstrating fiscal prudence and governance.

Microsoft New Zealand & Australia

Oct 2002 – Nov 2017

Microsoft is one of the World's leading Tech Companies. In New Zealand, the Microsoft eco-system generates over \$11 to the industry, for every \$1 that Microsoft earns. Employing over 180 Kiwi's directly, and working with over 3,000 partners, Microsoft provides products and services across consumer, education, SME, enterprise, and Government.

Director Marketing & Operations NZ (CMO & COO)

Oct 2010 – Nov 17

- Led transformation initiatives influencing 180 staff and managing a \$450M revenue.
- Led culture and organisational design to transform from a Software company to Cloud Services.
- Achieved the highest staff morale in Microsoft NZ for five consecutive years, showcasing leadership in people management and culture-building.

Director Business Management, Microsoft Australia & NZ

Sep 2006 – Oct 2010

- Optimized business structures and operations across Australia and New Zealand, influencing a \$380M in Revenue.
- Played an instrumental role in a revenue increase of \$2M in the first year through the deployment of a cost-to-serve model.