***Rick Ellis***

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# GOVERNANCE STATEMENT

I have a strong belief in the role of practical common sense governance in growing privately owned NZ companies. Over the past ten years I have delivered an uncomplicated yet highly focused approach to the boards I have served both paid & unpaid. I have ensured that Owners, CEOs, GMs & key professional advisors have a clear direction, feel truly inspired & maintain their team leadership effectively amongst a happy results driven environment. I have a solid background in sales, marketing & general management with specific industry expertise within manufacturing / import – distribution, financial services (share broking - investment advisory – due diligence – venture capital), property development (residential - standalone & multi-level NZ / Offshore) and education (youth development – cadetship training) along with training – mentoring entrepreneurs. I bring a real passion, commitment & loyalty to the board table along with an ability to flush out key objectives in a pragmatic highly energetic manner.

# GOVERNANCE EXPERIENCE

### Independent Director, Global Derivatives Markets NZ Limited Sept 2015–June 2018

$50m turnover Malaysian controlled Boutique Funds Management Business exploring expansion options into NZ / Aust.

CEO is Chair of 3 person board & based in Kuala Lumpur.

***Advisory Board – RoboForex NZ Limited June 2013–Aug 2015***

European owned foreign exchange group with NZ client support staff servicing China & South East Asian clients. Regional turnover apportionment approximately $150m annually with 6 key team members.

*Group CEO & major shareholder is Chair of 4 person board.*

***Advisory Board – Campus Link Foundation Sep 2012 – Dec 2016***

Student tutoring charity Sir John Graham Patron & 3person board. Last year assisting 7500 college NCEA students mainly from low-mid decile schools who required extra learning. 720 first / second year university students were used as tutors working to a code of conduct and this ‘young on young’ learning model is quite outstanding. An impressive 87% increasing their grades. Fundraising / strategic support to the impressive CEO with rapid growth eventuating.

***Advisory Board - OPM Property Solutions Limited Jan 2006 – Dec 2009***

*GM*supporting the two owners in this residential property advisory group employing 25 key people in Auckland with JV building projects also in Hamilton / Wellington / Invercargill and annual turnover $15m-$25m.

Whilst over the last 10 years I’ve had minimal directorships, prior to that I’ve held formal board positions NZ / Australia / China covering firms operating in property / financial advisory / Investment banking due diligence / charitable fund raising / education coaching / food / agriculture / bloodstock / construction. These businesses have ranged in size from $5 to $50 m turnover employing 2 to 40 people.

# BOARD STRENGTHS

### Industry Experience

### Manufacturing – machine tool & import/distribution – mechanical engineering

* Financial Services – investment banking / advisory, due-diligence, joint ventures
* Property – residential development / standalone & multi-level – building & sales
* Education – youth development & work place cadetship training along with mentoring
* Event management – charitable fundraising

### Functional Skills

* Extensive GM operational experience
* Sales & marketing focus
* Streetwise project management discipline – budget / timetable / key personnel
* Supporting M & A activity through due-diligence & JV processing

### Governance Capability

* Turning complexity into plain language
* Management of diverse stakeholder interests & relate to all walks of life
* Coaching & mentoring approach with early flushing out of the chore priorities
* Strong social enterprise values & a caring ‘help thy neighbor’ community spirit.

[**Fundraising volunteer plus Family Room Support**](https://www.linkedin.com/company/ronald-mcdonald-house-charities/)

[Company Name: Ronald McDonald House Charities NZ](https://www.linkedin.com/company/ronald-mcdonald-house-charities/)

[Nov 2020 – Present](https://www.linkedin.com/company/ronald-mcdonald-house-charities/)

Doing several days weekly phoning / thanking donors & entering on the database plus 'a shoulder' supporting troubled families / kids in The Family Room at Starship Hospital. This work is inspirational and wonderful for the spirits all round with excellent people - TEAMWORK.

# EXECUTIVE EXPERIENCE

### General Manager, R.R. Bramley & Co Ltd Jan 2017-Sept 2019

RR Bramley Engineering was founded in 1921 & then purchased by the Herbert Family in 1953. The Herbert’s have continually expanded their business in NZ and establishing another plant in Australia with the supply of Engineering Equipment, Tools and Component Machining Factory.  There is now a wonderful range of machines used for cutting/bending/drilling/forming along with hand tools for the wider trades. There is great team loyalty along with a solid core distributor network nationwide. I managed the divisional team leaders in engineering / factory / sales / dispatch / administration. We fine - tuned the organization, improved the teamwork, introduced a sharper structure – reporting – systems upgrade along with extra sales & marketing initiatives to the solid platform already in place. My initial two year contract was extended a further six months and now there’s a real opportunity to advance the group into its next chapter with a leader who has the in-depth engineering / technical operational experience & qualification. This has been a wonderful leadership experience, learnt numerous new skills in this sector, take real pride in our achievements and depart with solid mutual respect all round.

I oversaw all operating aspects of the group working in closely with the MD & divisional heads.

[www.bramley.co.nz](http://www.bramley.co.nz) and [www.bramleymachining.co.nz](http://www.bramleymachining.co.nz)

**I Chaired the Management Leadership Committee of five**

### General Manager, RoboForex NZ Limited June 2013–Aug 2016

Large international Foreign Exchange group, with responsibility for driving its

expansion plans into NZ / Australia. This involved setting a budget, timetable & engaging key personnel and relevant licensing authorities to achieving successful outcomes reporting direct to offshore Board Chair / CEO. Client support staff in NZ servicing China – Asia Pacific customers contributing approximately $150m to group annual turnover.

***Independent Business Consultant, Various Clients Jan 2010–May 2013***

**Project managed (paid & unpaid) numerous short term assignments & community support activities covering a wide span of both personal & business interests:**

* Student Tutoring Campus Link Charitable Foundation <http://www.nceacampus.org/our-partners> Assisting CEO Founder with financial / strategic / operational procedures. leading to astounding growth as mentioned above becoming a total first for NZ on such scale & fast tracking increased grade success through this ‘young on young’ operating model for struggling college students with focus on lower – mid decile schools.

I’m passionate about delivering a level playing field in education to all youth, removing the barriers to success & injecting real pride in being ‘better than before’.

* Rock Your Life [www.rockyourlife.net/teams/](http://www.rockyourlife.net/teams/) - assist Chairman & team assessing new commercial opportunities in personal coaching – property – travel – online purchasing by conducting due diligence risk / reward analysis.

**April 2019: Company rebranded** <https://www.circleofexcellence.biz>

 **I have been on this Advisory Board since 2002 & wonderful leadership group.**

* Family estate asset sales, youth development / immigration NZ, cadetship training programs, Coastguard Radio Operator license, senior citizens volunteering, new business consultancy structures, portfolio investment advisory, entrepreneur coaching – startups / innovation, capital raising options, drug & alcohol rehab counselling observations – studies, property advisory, travel NZ / Aussie / Pacific.

***General Manager, OPM Property Solutions Limited Jan 2006– Dec 2009***

Reporting to the two principals, manage all 7 operating divisions – sales / mortgage / real estate / coaching / construction & development joint ventures - feasibility / marketing / financial control. Managing all HR aspects for up to 25 staff & contractors, key trade & professional partner relationships nationwide, team performance introducing profit share pool program, regular reporting to owners on project status, work in progress & overall profitability in accordance with prudent budget - P & L accountability for group annual turnover of $15m to $25m.

***Various roles 1993 – 2005***

**GM roles NZ & Aussie running business in share broking & investment advisory, property development & financial services, investment banking due diligence & capital raising, accountancy firm structure. (Grant Thornton to Carlton DFK)**

***PROFESSIONAL DEVELOPMENT & QUALIFICATIONS***

* Proper Authority Accredited to provide financial services investment advice in Australia – ASIC
* Certificate in Company Direction (Corporate Governance) – NZ Institute of Directors (conducted with University of Otago Advanced Business Programme)
* Qualified for seat on New Zealand Stock Exchange
* Business Studies – St John Fisher College, Rochester, New York, USA
* Various in-house and external professional development courses.

# Interests

* Interests include tennis, rugby, yachting, fishing, bloodstock, farming, aviation (PPL-Helicopter), charity, cooking, wine, music, youth development, business mentoring, reading and property.
* Member – Auckland Racing Club & The Northern Club.

***REFEREES***

Willingly supplied on request

*Rick Ellis Governance Profile September 2019*