

Name: **Ian G LOCKE**

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38244 Tasman Highway
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Present position: Lead consultant
Ian Locke Consulting
Clients include AVID Group
Peonies from Tasmania
Gerson Lehrman Group
Private clients

Relevant experience: 2006-2007: Chief Marketing Officer
Hellyers Road Distillery Burnie

2003-2006: North Asia Manager
The Kollaras Group Wollongong
and Seconded to:
Foster's Brewing Limited Melbourne

2000-2003: Lead Consultant
Ian Locke Consulting Leith

1997-2000: Global Marketing Mngr
Forth Farm Produce Forth

1990-1996: Marketing Director
Vecon Group Forth

Educational and professional qualifications:

MBA UTas 2005 - Majoring in:
Strategic Management
Entrepreneurship
Organisational Behaviour

PhD UTas 2008 - as a Research candidate (part-time)

Referees:

Mr Peter Phillips Director Government Relations Australia
Canberra Telephone 02-6273-7243
Mobile 04-1862-0372
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Mr Russell Paterson Director Broad-based business activities
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Ian Locke has worked in New South Wales, Victoria, Tasmania and overseas with a range of privately-owned SME, companies and major public corporations. These organisations are producers, manufacturers and distributors in the food and beverage sectors and were major suppliers of both FMCG and niche products to regional, national and international markets. The exposure to multi-nationals includes good knowledge of Countries' ethos & dealings.

With a global mindset and diverse marketing skills, Ian has wide-ranging knowledge and experience of: the significant processes and disciplines required to develop domestic and international markets for new products and established brands, a clear understanding of distribution channels to these markets, and the manner in which industries interact with all value chains, tiers of government, their agencies, regulators, peak organisations and educational providers. This level of skills is unique

Ian has undertaken consultancy projects in Australia and abroad targeting industry expansion strategies with product development, value maximisation and growing business efficiencies through absorptive capacity. This includes linkages with government and knowledge agencies that act and provide credible delivery mechanisms to reduce barriers to innovation and change.

His experience ensures he will bring to any role:

- Entrepreneurship, innovation, risk management and interdependence
- Quality, character, consistency, flexibility, speed and agility
- A pragmatic understanding of business and administration processes
- National and global brand management capabilities
- Major experience in selling new products to highly competitive markets
- Organisational skills in building endurance through absorptive capacity
- Work experience with market leaders on domestic and global arenas
- Smooth integration into all well-educated workforces
- Good working relationships with internal and external stakeholders

By nurturing collaboration and communication between operation functions and marketing strategies, Ian ensures that firms are continually, cost-effectively delivering value to customers and their consumers. When reviewing existing and potential product developments, Ian carefully considers market opportunity, associated risk and complexity, before researching data required for improving or developing business plans. He ensures performance activities and their outcomes are benchmarked through continuous improvement.

From a brand management perspective, Ian has significant supply-chain and value-chain experience with iconic brands and Place of Origin labels that seek to establish differentiation in key domestic and specific markets. Critically, Ian understands the importance of strategy, creativity and leadership to develop goods and services that offer the most value and he holds strong experience in global branding.

Recently Ian co-authored a Foundation Project to deliver a continuous improvement tool for the Australian vegetable industry. The Continuous Improvement Model (CIM) mirrors the key objectives of reviewing business activities, managing risk, identifying drivers for improvement, removing waste and creating competitive advantages that deliver value to the consumer.

Ian holds an MBA with majors in Entrepreneurship, Strategic Management and Organisational Behaviour which allows him to coach, assess and provide feedback to all levels of corporate structure.

Finally, some comments on business after the financial turmoil of October 2008.

Following the recent global and economic financial crisis, I put forward the following model for determining approaches to existing and new clientele. The key elements are:

- ✓ Recognize the customer is in control and establish value chains that deliver worth
- ✓ Communicate honestly and openly to deliver fresh new codes and product ideas
- ✓ Enhance trust for buyers seeking products that display a real sense of familiarity
- ✓ Restructure products to deliver brands with affordable alternatives and options
- ✓ Develop competitive advantage by enhancing the enjoyment of doing business

The recent shocks impacting on global trade will influence all businesses; irrespective of whether they handle production, sales, marketing and after-sales activities in regional, national or international markets.

For many businesses and their senior executive management teams, there will need to be new approaches as they learn to:

- ✓ positively consolidate their businesses to fully utilise all competitive advantages,
- ✓ profitably seek and build new markets in difficult trading environments,
- ✓ respond to a stronger and more stringent government oversight presence, and,
- ✓ interact with counterparts that are coping with purchasing conditions that will reflect greater adherence to operational disciplines to reduce waste.

By having a diversified and extensive management exposure to businesses in Australia and globally over the last two and a half decades, combined with post-graduate study in business administration policies and understandings of all the important variables that can impact on the decision making process, I am well experienced and ready to respond positively and swiftly in the high pressure situations that are impacting on organisations.

Of equal importance is the development of strategic sales plans to consolidate, grow and identify future markets. This encompasses existing products and brands and new product development (NPD). I have prepared such plans, discussed them with internal and external stakeholders, refined and chartered public relations and promotional campaigns with advertising agencies and then implemented the strategies through balanced activities in regional, national and international markets.

A key skill has been my ability to scope product and manufacturing capacity to ensure that an organisation's production activity is as fully utilised as possible. Fostering collaboration and communication between sales and operations ensures that firms are cost-effectively delivering value to their customers.