

BUSINESS CATEGORY	SPECIFIC EXPERIENCE – PITCH PROPOSITION
<p>At a Glance</p>	<ul style="list-style-type: none"> • Owned 12 companies over 20 years • Franchise expert • Former Global President of The Entrepreneurs' Organization www.eonetwork.org • National Network Television and Radio business talk show host and media personality in the USA and Australia • Amazon bestselling business author • Certified Speaking Professional (CSP) • Spoken in 23 countries
<p>Advertising and Marketing</p>	<p>Owned an advertising agency and a marketing consultancy business for a number of years. Built the businesses to \$6,000,000 in billings in three years.</p> <p>Owned a recording studio specialising in the creation of advertising jingles.</p> <p>Won various national advertising awards mid 80's to early 2000's.</p> <p>Been a leading marketing consultant to many multiple outlet retail brands / franchise brands / corporate brands specialising in local area marketing and relationship marketing.</p> <p>Written a book on marketing – 'How to get THE EDGE in marketing your small business'.</p> <p>Signature keynote – "Relationship Marketing, the 6 degrees of customer connection".</p>
<p>Associations / Institutes / Organizations</p>	<p>Spoken at numerous events including;</p> <ul style="list-style-type: none"> • MDRT – Main Platform Opening Keynote (2012) • Institute of Management • Mortgage Institute Association • Mortgage and Finance Association • Credit Union Association • Women's Foodservice Forum • Australasian Mutuals Institute • Hire and Rental Association • Franchise Council • Franchise Business Network • YPO / EO / CEO • Meeting Professionals International (MPI) • International Association of Speakers Bureaus (IASB) • Professional Convention Management Association (PCMA) • Chamber of Commerce • Cleveland Owners of Small Enterprise (COSE) • World Sign Association • Council of Smaller Enterprises • Mechanical Service Contactors of America • Pharmacy Guild • Project managers Institute North America • Project Managers Institute Asia Pacific

<p>Associations / Institutes / Organizations (cont.)</p>	<ul style="list-style-type: none"> • Project Managers Institute Poland • Project Managers Institute Italy • Project Managers Institute Canada • Project Managers Institute Houston • Modular Building Institute • Independent Lubricant Manufacturers' Association • Master Electricians Association
<p>Banking and Finance</p>	<p>Engaged to speak at many finance and banking events addressing general audience on Future/Change, internal middle management on Leadership, or conducting a series of keynotes / workshops over the course of a year.</p> <p>Main platform opening morning keynote for the Million Dollar Round Table (MDRT) event 2012 Anaheim.</p> <p>Addressed brokers and clients on Future-Proofing their business through a series of 'road show' events. Clients include;</p> <ul style="list-style-type: none"> • Merrill Lynch • ING • AMP • Bank of Queensland • Mortgage Institute Association • Mortgage And Finance Association • PriceWaterhouseCoopers • Credit Union Association • AXA • Deutsche Bank • Liberty Tax
<p>Children / Youth Market</p>	<p>Was a significant shareholder in one of Melbourne's largest children's playground hire companies.</p> <p>Spoken at the following conferences:</p> <ul style="list-style-type: none"> • iNine Sports • The Little Gyms • Jump Bunch • Soccer Shots • Goddard Schools • The Rainbow Station • Pump It UP!
<p>Entrepreneurship / Business Growth / Future / Change</p>	<p>Owned 12 companies over 20 years.</p> <p>Member of the Entrepreneurs' Organization for 13 years. www.eonetwork.org</p> <p>Global President of the Entrepreneurs' Organization 2006/7.</p> <p>Written an Amazon bestselling business book – 'Future-Proofing Your Business, real life strategies to prepare your business of tomorrow, today'.</p> <p>Signature Keynote – 'Future-Proofing Your Business.'</p>

<p>Fast Food General / QSR</p>	<p>Business development consultant to international brands including;</p> <ul style="list-style-type: none"> • Baskin Robbins • Subway • Wendy's • Eagle Boys Pizza • Hogs Breath Café <p>Spoken at their conferences on Marketing and Future-Proofing Your Business.</p> <p>Speaking clients include:</p> <ul style="list-style-type: none"> • Baskin Robbins • Café BBs • Coffee Club • Hungry Howie's • International Pizza Expo • Donut King • Eagle Boys Pizza • Hogs Breath Café • Papa Murphy's Pizza • Pita Pit • Red Rooster • Smoothie King • Subway • Sweet Peppers Deli • Taco Johns • Wendy's • Wingstop
<p>Franchise</p>	<p>Been a leading franchise business consultant for 25 years consulting to over 300 brands in 6 countries.</p> <p>Spoken on franchising and franchise related topics to potential franchisees, franchisees and to franchise groups in 16 countries.</p> <p>Been a franchisee twice, and more recently a franchisor.</p> <p>Been the host of two hugely successful national network Franchise Business Television shows, <i>'Inside Franchising'</i> and <i>'Don't Come Monday'</i>.</p> <p>Icon speaking clients in the Franchise space include:</p> <ul style="list-style-type: none"> • 1800 Flowers • 7 Eleven • ASP Pools • Annex Brands • Action Coach • American Express Travel • Baskin Robbins • Bath Fitter • Big O Tires • Cartridge World • Choice Hotels • Coldwell Banker • Franchise Business Network USA • Franchise Council of Australia • Franchise Council of New Zealand



<p>Franchise (cont.)</p>	<ul style="list-style-type: none"> • FranConnect • Fran Net • Gold's Gym • Goodyear • Hertz • Hungry Howie's • Jan Pro • KIA • Liberty Tax • Maaco • NAI Global • Prudential • Pump It UP! • Papa Murphy's • Subway • Steamatic • Taco Johns • Thrifty • True Value Hardware • Toyota • Wendy's • Wingstop <p>Signature Keynote – ' Future-Proofing Your Franchise, how to have your franchise of tomorrow, today.'</p>
<p>Global Business</p>	<p>Spoken at events for the following sample of global companies:</p> <ul style="list-style-type: none"> • 7 Eleven • Baskin Robbins • Chevron • Choice Hotels • Coldwell Banker • Coles • Fisher & Paykel • Fosters • Gold's Gym • Goodyear • Hitachi • KIA • Microsoft • Merrill Lynch • MDRT • PriceWaterhouseCoopers • Prudential • Riviera Boats • Subway • Toyota • Wyndham Hotels <p>Developed the Entrepreneurs' Organization throughout Asia Pacific and the Middle East in the mid / late 90's.</p> <p>Spoken and consulted to businesses in Asia Pacific for 25 years.</p>

<p>Global Business (cont.)</p>	<p>Spoken in the following counties:</p> <ul style="list-style-type: none"> • Australia • Bangladesh • Canada • China / Hong Kong • Fiji • Germany • India • Indonesia • Italy • Japan • Korea • Malaysia • Mexico • New Zealand • Poland • Singapore • Taiwan • Thailand • The Philippines • UAE • United Kingdom • USA • Vietnam
<p>Hospitality</p>	<p>A lead speaker for six years at Australia's top hospitality group Australian Hospitality and Leisure group (Fosters).</p> <p>Lead keynote at the Choice Hotels Asia Pacific annual conference 2 years running.</p> <p>Addressed the Asia Pacific leadership of the Wyndham Hotels group on a number of occasions.</p>
<p>Legal / Accounting</p>	<p>Partnered with many legal and accounting firms conducting breakfast and lunchtime keynotes to their clients on business topics of the day.</p> <p>Addressed the PriceWaterhouseCoopers New Management Conference.</p>
<p>Media - TV / Radio / Print</p>	<p>Worked in radio for six years as a top rating host, production manager and program manager.</p> <p>Been the host of 2 national network business television shows. <u><i>Don't Come Monday</i></u> and <i>Inside Franchising</i>. Both shows were number 1 in their timeslots.</p> <p>Current host of Cable TV Talk show – <u><i>Gettin' Down 2 Business</i></u> on the BizTV Cable Network and TiVo in the USA, airs 9pm EST Thursdays into 30 million homes.</p> <p>Current regular Co-Host of <i>The Big Biz Show</i> – CBS Talk Radio Network, Business Talk Radio Network to 1.5 million radio listeners, and simulcast on the BizTV Network and TiVo to 30 million homes across the USA.</p>

<p>Media - TV / Radio / Print (cont.)</p>	<ul style="list-style-type: none"> • Regular business commentator on SKY Business TV. • Spoken at numerous Inc. Magazine events in North America. • Owned a business that sold syndicated programmes to radio stations across Australia. • Owned a recording studio. • Nominated for an ARIA (Australian Record Industry Association) award. • Recipient of many radio production awards in the early/mid 80's. • Current partner in a television production company in San Diego. • Recent pilot orders for new programming on Food Network and CNBC. (2013)
<p>Multi-outlet Retail</p>	<p>Worked with one of Australia's leading retailers Coles Myer for 6 years.</p> <p>Worked with one of the world's leading travel retailers, Flight Centre, addressing their global sales team 2 years running.</p> <p>Worked with numerous multi-outlet retail franchise chains.</p>
<p>Pizza</p>	<p>Worked as a business consultant to one of Australia's leading pizza brands, Eagle Boys Pizza, for over a decade. Helped develop their business from 6 outlets to over 100. Addressed their conference on multiple occasions.</p> <p>Was an Eagle Boys Pizza franchisee for 3 years, and sold the store for 30% more than we paid for it - in the middle of a pizza war.</p> <p>Keynote presenter at the International Pizza Expo in 2011 on change, marketing and leadership.</p> <p>Keynote presenter at the Papa Murphy's annual conference.</p> <p>Keynote presenter at the Hungry Howie's annual conference.</p>
<p>Pool Industry</p>	<p>Consultant to Australia's leading pool services company PoolWerx for 15 years. Spoken at their conference for 11 years as lead keynote.</p> <p>Consultant to PoolWerx, the world's largest pool and spa maintenance network, on their international expansion strategy.</p> <p>Founding shareholder of the American arm of PoolWerx.</p> <p>Spoken at America's Swimming Pool Company (ASP) as opening keynote.</p>
<p>Real Estate</p>	<p>Consulted to most of the Australian franchised real estate groups and some of the leading USA groups on business operations, sales, marketing and leadership, and spoken as a lead keynote at their annual conferences.</p> <p>Owned a leading real estate agency in a franchise group.</p> <p>Owned a property development company.</p> <p>Significant shareholder in a real-estate franchisor business.</p>

<p>Real Estate (cont.)</p>	<p>Core real estate clients include:</p> <ul style="list-style-type: none"> • Coldwell Banker Real Estate • First National Real Estate • Harcourts Real Estate • Nationwide Real Estate • PRD Real Estate • Prudential Real Estate • Raine and Horne Real Estate • Real Estate Institute • The Professionals Real Estate • NAI Global • ReMax Real Estate • LJ Hooker Real Estate • Realmark Real Estate
<p>Technology</p>	<p>Bought a technology company for \$250,000 that was losing \$60,000 a month and turned it around to be profitable in 90 days, with a valuation 3 years later of \$7,900,000.</p> <p>Recipient of the Deloitte 'Fast 50 Rising Star' technology award in 2003.</p> <p>Lead keynote on an EMC2 road-show through 2 countries.</p> <p>Closing keynote at the Microsoft Worldwide Partners Conference.</p>
<p>Travel</p>	<p>Spoken at number of global conferences for Flight Centre Travel around the world.</p> <p>Also spoken at the following events in recent years:</p> <ul style="list-style-type: none"> • American Express Travel – Global conference in Singapore • Harvey World Travel - global conference Hong Kong • Stage and Screen Travel – Conferences in Australia, China, USA • Liberty Travel – USA leadership conference • Corporate Traveller – Conferences in Australia, Hong Kong, USA. <p>Also a lead contributor for the Ansett Airlines inflight business channel for 3 years (when the airline was flying) and appeared on Qantas inflight business channel on a regular basis over the last decade.</p>
<p>YPO / EO / CEO</p>	<p>Global President of the Entrepreneurs' Organization (EO) in 2006/7. www.eonetwork.org</p> <p>EO member for 13 years.</p> <p>Emceed four EO universities and spoken at EO university and chapter events around the world for over a decade.</p> <p>Trained numerous YPO chapter members on their peer-to-peer product – 'Forum'.</p>