

Luke Patch

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Personal profile

A dynamic high achieving, results driven Sales and Business Development Strategist across multiple industries. Proven record with quantifiable results, expert cold caller and premium presenter, negotiator and closer. Extensive management skills and experience of leadership, coupled with recruitment, coaching and mentoring abilities.

Proven ability to achieve and exceed revenue targets. With extensive experience in P & L. High level skills forging relationships with key decision makers, C level managers and potential partners. A natural ability to work at all levels bringing together disparate groups to achieve common goals.

Strong work ethic as demonstrated by a high call rate, effective communication and service to a large customer base. Integrity, honesty and ethically motivated. A highly creative and resilient individual.

Employment summary

Jul 2019- current	Business Development Manager	Signcraft
Nov 2016 – Jul 2019	Account Manager	Cleanaway Environmental
Sep 2016 – Nov 2019	Territory Manager-Secondment	Cleanaway Environmental
Aug 2015 – Sep 2016	Sales Specialist	Transpacific/Cleanaway
Sep 2014 – Aug 2015	Real Estate Salesperson	Sweeney Estate Agents
Jan 2013 – Sep 2014	Various Temp Roles/Study	Shell Refinery, Brand Developers
Jul 2009 – Dec 2012	Owner/Manager	LAMBZ/Caldera
Aug 2006-Dec 2012	Owner/Manager	Williys Café
Jan 2002-Aug 2006	Warehouse Operator	ALM Metcash
Jan 1999-Jan2002	Container Inspector	Manix Container Services

Employment history

Jul 2019 – present

Business Development Manager Signcraft

Signcraft is the largest design, manufacture and installation signage provider in the southern hemisphere. Nearing 50 years of operation Signcraft supplies signage to major construction, transport, government, retail, hospitality and more. \$60 million per annum turnover, sites across the country and partnerships abroad.

Responsibilities

Managing the construction, government and transport sales channels.

- Liaising with all Tier 1 and 2 builders and architects on signage packages for major projects.
- Formulating strategic sales roadmaps.
- Reading and translating architectural documents and presenting to internal and external stakeholders for tendering.
- Hunting new business through cold calling, lead generation and networking.
- Sales forecasting.
- Relationship building with key client decision makers.
- Working with design and project teams to ensure post-sales efficacy.

Achievements

- Implemented an early engagement strategy to circumvent site teams and engage senior decision makers allowing the business to leverage site-specific projects.
- Renewed relationships with lost customers generating 16 million in new quotes for future business.
- Revised business approach to tendering on government projects.
- Achieved consistent new business sales revenue of 2.3 million within a very difficult market (covid)

Nov 2016 – Aug 2019

Account Manager Cleanaway

Cleanaway is the largest waste and recycling entity in the southern hemisphere with over \$2 billion per annum turnover.

Responsibilities

- Site auditing and environmental solution systems packaging and tendering.
- Responsible for largest geographic portfolio (1,333 square km) within an ASX listed organisation.
- Managed a customer base of 2000 SME to Key business customers within a daily service.
- Contract negotiation and renewal.
- Cross-selling and new business.

Achievements

- Consistently the highest grossing salesperson within the business unit (CRM evidence can be provided)
- Increased portfolio annual revenue by 23%.
- Generated more new business as an account manager than entire BDM team of 16 salespeople averaging \$400,000 in new business per quarter.

- Sourced new recycling streams, which netted the business 2 million in revenue first year.

Sep 2015 – Nov 2016 Melbourne Territory Manager (secondment) Cleanaway

Responsibilities

- Site auditing and environmental solution systems packaging and tendering.
- Contract renewal and new business generation.
- Dispute resolution.

Achievements

- Successfully fulfilled obligations of both this and previous role simultaneously achieving above KPI's.
- Promotion to Account Manager of largest geographical portfolio in an ASX listed business.

Aug 2015 – Sep 2016 Sales Specialist Cleanaway

Responsibilities

- Contract renewal and new business generation.
- Dispute resolution.

Achievements

- Consistently the highest grossing salesperson within the business unit.
- Secondment to Melbourne Territory Manager.

Sep 2014– Aug 2015 Real Estate Sales Professional Sweeney Estate Agents

Responsibilities

- Residential real estate prospecting and sales.
- Marketing.
- Cold calling and door knocking.
- Property inspections and appraisals.
- Property presentation.

Jul 2009-Dec 2012 Owner Manager Caldera' Restaurant

130 seat Melbourne CBD restaurant/bar/café.

Responsibilities

- Full management of two venues.
- Team Leadership and management.
- Venue host
- P&L
- Stock control
- Menu Management
- Recruitment and training

- Marketing

Education

- 2003 Certificate IV Logistics –Kangan Batman
- 2009 Diploma of Business-Vic Uni
- 2016 Bachelor of Audio- SAE - Deferred
- 2020 Diploma of Sustainability- enrolled

Interests

- Music production, Camping, Environment, Fitness

Referees

Available on request