

# KATHY CONNECTED, MBA, Grad Dip Mgmt Systems, B.Bus.

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## CAREER SUMMARY

An accomplished and results orientated Senior Marketing Executive with extensive experience in CRM, business development, and product and services management within blue chip organisations in highly competitive markets. Highly developed leadership skills coupled with a strong customer insight approach, consistently delivering profitable solutions. Adept at managing large budgets and presenting at board and senior executive level.

Highly developed interpersonal and communication skills with an excellent ability to motivate and lead teams in line with the strategic vision and corporate goals.

## EMPLOYMENT HISTORY

**APR 2005-CURRENT**

**INTERESTING LTD, Melbourne**

### HEAD OF MARKETING

*Interesting Ltd is a major supplier of mechanical equipment to the rural sector, is a top 100 listed Australian company with 250 employees and a turnover of \$565M.*

*The primary focus of this role is to manage all aspects of the marketing department including financial services, products, pricing, advisory services, advertising and communication. This includes the management of a \$3M budget, as well as responsibility for a team of 20 personnel with 8 direct reports.*

### KEY ACHIEVEMENTS

#### ▪ Customer Segmentation

Delivered new segmentation model based on 'Outcome Driven Innovation' which resulted in the business strategy, customer relationship management and all market campaigns driven from these findings. This enabled the launch of new propriety products which directly increased gross margin by 20%.

#### ▪ Sales Force Effectiveness

Designed and delivered customer needs' based selling skills for the marketing and sales force via provision of appropriate sales tools and key selling messages which resulted in a 20% increase in sales revenue.

## EMPLOYMENT HISTORY CONT'D

- **Pricing Strategy**

Implemented a strategic value based pricing approach, based on understanding customer needs, which resulted in a gross margin increase of 45% in Q1-3.

- **New Product Line**

Based on market research and customer insight, new sustainable products were developed and successfully launched. Negotiated exclusivity of all offerings ensuring a differentiated approach was adopted. This delivered an additional gross margin of up to 45% for each product offering.

### 2002-2005

#### SAVVY CORPORATION

##### LEAD - CUSTOMER INSIGHT AND MARKET KNOWLEDGE

*Savvy Corporation is a US based Fortune 500 listed telecommunications organisation. Its Australian operation employs 500 personnel.*

*The major focus of this role was to enable revenue growth through the delivery of timely and relevant customer and market insights and the development of CRM capability. Key responsibilities included Customer Analytics, Market Research, Direct Marketing, Market and Competitor Intelligence, Customer Investment Program, and Market Services Planning. Managed a senior team of 9 and total team of 100+.*

##### KEY ACHIEVEMENTS

- **Segmented Marketing**

Integrated both customer and market insights for CRM which formed the foundation for the delivery of a segmented customer approach to marketing. This led to the team being acknowledged by head office in the US as 'leading world's best practice'.

- **Targeted Direct Marketing**

Delivered an extra \$50M revenue in 04/05 year by implementing more efficient and effective CRM activities

- **Competitive Intelligence**

Recognised as 'best in class' provider of competitive market intelligence and regularly presented to Board Members and Executive Team

- **Fiscal Management**

Managed the largest market research budget in Australia - \$15M

### 2000-2002

#### UNIQUE LTD

##### GROUP MANAGER - MARKETING STRATEGY

*Unique is a major pharmaceutical company with over 25,000 employees worldwide and an annual turnover of \$500billion.*

*Reporting to the Director of Marketing, the primary focus of this role was the management of the strategic marketing function, along with supervising a team of 5.*

## EMPLOYMENT HISTORY CONT'D

### KEY ACHIEVEMENTS

- **New Markets Strategy**

Managed cross-functional team in NZ and Australia. This included full situational analysis, marketing strategy and fundamental business case rules/recommendations for entering as 3rd player in NZ market which was worth in excess of \$100+M

- **Segmentation**

Consolidated and tailored CRM direct marketing campaigns which resulted in a 20% increase in revenue.

### 1997 – 2000

#### FANTASTIC LTD

#### GROUP MANAGER – BUSINESS STRATEGY

*Fantastic Ltd is a major telecommunications specialist whose primary market is mobile phone technology. It employees 1000 personnel and has \$300billion turnover with a 20% share in Australian marketplace.*

*The primary focus of this role was defining and communicating business strategy and evaluating major business development opportunities. It included the management of 6 direct reports and a team of 20 personnel.*

### KEY ACHIEVEMENTS

- **Project Management**

Oversaw the migration of over 200,000 subscribers following the acquisition of a competitor, worth in excess of \$3M. The process was completed ahead of schedule with minimum disruption to the business

- **Strategy Lead**

Strategy lead for the development and launch of nationwide retail outlets which included the development of point of sale materials and merchandising

- **International marketing lead**

Conducted due diligence on several off shore organisations which included the purchase of European wireless operations (\$900M+), plus other Australasian investment opportunities in Malaysia, Singapore, Vietnam and New Zealand (all projects \$100M+)

### 1993 – 1997

#### M & M CORPORATION LTD

#### MARKETING STRATEGY MANAGER

*M & M Corporation Ltd is a major Australian owned chocolate manufacturer. It employees 600 personnel and has \$800M turnover and exports its products worldwide.*

## EMPLOYMENT HISTORY CONT'D

*The key focus of this role was the management of strategic marketing/planning for South East Asia operations. Managed 3 direct reports and a team of 15.*

**1988 – 1993**

**ALLIED HEALTH PRODUCTS**

**PRODUCT MANAGER**

## EDUCATION/QUALIFICATIONS

1994      **MBA (Marketing & Strategy)**  
University of Melbourne, Vic

1990      **Graduate Diploma Management Systems (IT)**  
RMIT, Melbourne, Vic

1989      **Bachelor Applied Sciences**  
University of Melbourne, Vic

## TRAINING/DEVELOPMENT

2006      **Strategic Leadership**  
Melbourne Business School

2000      **CRM in the 21<sup>st</sup> Century**  
Australian Marketing Institute

**APPROPRIATE REFEREES AVAILABLE UPON REQUEST**