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| Michael Fernandez (Mike) | |
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To the Talent Team @ ALogic,

It was your advert on LinkedIn for the **Product Manager** position that got my attention. What attracted me to the role is that it aligns with my own goals of making a difference to customers via great products, utilising my extensive product manager and channel experience in the IT & Voice industries.

I previously held my role of National Product Manager at Anixter Australia for just under six years, working predominantly on the biggest office headset brand globally, Plantronics, to manage and grow their distribution and reseller channel in the enterprise voice space. I also negotiated and signed leading SIP gateway provider Audiocodes, bringing them to the forefront in the Australian unified communications market working closely with both ISP’s and integrators nationally on their projects.

My role at Anixter covered account managing channel partners with some end-user interaction via front-facing engagement, review revenue/GP performance of the vendors, management of vendor relationships and supplier contracts, plus creating and measuring success rate of go-to-market strategies for new product launches and solutions for various customer needs – all in a creative collaborative environment with sales teams to ensure financial goals and KPI’s were met for the company.

Prior to this I worked at one of Anixter’s customers IComm Australia (a Skype For Business / Lync integrator and at the time Telstra dealer), in numerous roles for four years encompassing solution sales, product marketing, and technical customer service in a business moving its database of customers from PABX phone systems to Unified Communications.

I have always been a passionate advocate for the customer, driven by creating the best outcomes for all parties involved. I believe my industry & business knowledge plus my experience in product, channel sales and marketing I have gained along my employment journey in IT & Voice will allow me to contribute strongly in this Product Manager position.

As a weekly radio host of my own music show on Kiss FM Australia, I am a natural energetic extrovert with no qualms presenting and speaking to audiences, a confidence that carries over to my work and all aspects of my life and will easily get along with colleagues and customers alike.

I would certainly appreciate and welcome the opportunity to discuss further in an interview. Please have a look at my Resume/CV for any further consideration. Looking forward to hearing from you soon.

Sincerely,



Michael Fernandez (Mike)

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| Michael FERNANDEZ (Mike) | |
| Mobile: +61 422 442 864  E-mail: mikefernandez.dj@gmail.com | LinkedIn:  https://www.linkedin.com/in/mikefernandezdj/ |

**PROFESSIONAL PROFILE**

* A results-driven person with a strong focus on Sales, Business Analysis, Marketing, Product Management, Business Development and Technical Customer Service experienced in IT, voice/data & audio/visual industries.
* A passionate advocate for the customer, I enjoy being able to deliver differentiation and help customers understand the importance of how amazing technology/solutions deliver a great experience for them.
* Proven ability to work hard to adhere & exceed budgets, KPI’s and service levels in competitive markets.
* Highly organised, dedicated to quality and reliability in all work tasks with self-motivation, eagerness to grow professionally, willingness to travel as necessary with business needs.

**CAREER SUMMARY**

**Trancegression Events Pty Ltd** Part-Owner Director & Music Events Manager

Oct 2015 – Present DJ & Weekly FM Radio Show Host

**Anixter Australia Pty Ltd** National Product Manager

Oct 2011 – Aug 2017

**IComm Australia Pty Ltd** Marketing Manager & Product Sales

Nov 2007 – Oct 2011 Professional Services & Helpdesk Manager

Helpdesk Support Agent

**UCMS Pty Ltd / Aegis Australia**  Marketing Communications Administrator

Nov 2004 – Nov 2007 Outbound Sales Team Leader

Outbound Sales Agent

**Melbourne City Council** Systems Analyst / Consultant

Jul 2003 – Nov 2003

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| **IT & SOFTWARE SKILLS**  Microsoft (Advanced):  Excel (VBA, Pivot Tables & Advanced Formulas), CRM, SharePoint, Visio, Project, Outlook  Adobe (Advanced):  Photoshop, Illustrator, Acrobat  Web (Basic): HTML, SQL | **PRODUCT / VENDOR KNOWLEDGE**  Skype For Business / Microsoft Lync  Microsoft Cloud Solutions / IoT  Audiocodes SIP gateway devices  Plantronics audio devices  Jabra audio devices  Polycom conferencing devices  Mitel IP phone systems and devices |

**PERSONAL HOBBIES**

Weekly Radio Host for Kiss FM Australia (Melbourne); DJ & Music Events Manager on weekends;

Music Production; Piano (Classically Trained); Gym & Fitness; AFL; Football.

**ACADEMIC EDUCATION**

**Tertiary**

2003-2006: Bachelor of Business (Information Systems)

RMIT University, Melbourne

2001-2003: Advanced Diploma in Information Technology

RMIT University, Melbourne

**Secondary**

2000: Victorian Certificate of Education

Ivanhoe Grammar School, Ivanhoe

**PROFESSIONAL CAREER HISTORY**

**Anixter Australia Pty Ltd Oct 2011 – Aug 2017**

Melbourne-based, with interstate and international APAC travel

**National Product Manager** **Oct 2011 – August 2017**

* Anixter is a global distributor of networking, voice, enterprise cabling and IP security camera products.
* Reporting to the Managing Director Australia/NZ, managed & ensured growth of multi-million dollar reseller channel for Plantronics headsets, setting product pricing for resellers & global accounts.
* Onboarded Audiocodes as a vendor – formed creative go-to-market strategies for Audiocodes to tie in with Plantronics - successfully grew Audiocodes channel to $1m annual revenue within first three years.
* Reporting to the APAC Procurement Manager, responsible for the national stock levels of products – dealing with product life cycle of each SKU, excess stock and new product launches.
* Identified product trends from deep analysis via reports and data, created marketing campaigns for products and specials from Plantronics to tie in with other Anixter products & solutions to achieve & maintain year-on-year channel growth.
* Worked with sales and account managers around all Anixter offices in Australia to raise awareness of Plantronics and Audiocodes offerings to generate more leads in the pipeline.
* Worked deeply with vendors Plantronics, Jabra, HP, Polycom, Microsoft and ISP/carriers Telstra, iPrimus.
* Worked with and managed major accounts in contact centre and unified communications space.

**IComm Australia Pty Ltd Nov 2007 – Oct 2011**

Melbourne-based

**Marketing Manager & Product Sales** **Mar 2011 – Oct 2011**

* IComm is one of APAC’s leading enterprise voice & data integrators, specialising in Skype For Business.
* Identified potential trends of products sold, created marketing campaigns around product offerings to for creative and practical GTM (go-to-market) solutions within existing customer database.
* Took initiative of internal staff review to successfully launch an internal incentive program for staff, rewarding those whose leads from soft approaches convert to sales for the business.
* Oversaw the redevelopment of IComm’s website to be self-managed and updated easily by staff.
* Supported Sales team with knowledge & pricing of latest products Plantronics, Jabra, Mitel and Polycom.
* Engaged with distributors and suppliers of products for updated reseller pricing, product awareness and new products that IComm could also potentially sell as part of new and existing solutions.

**Professional Services & Helpdesk Manager Apr 2009 – Mar 2011**

* Reporting to Operations Director, responsible for the Service and Support area, directly managed Helpdesk staff (three staff reported directly to me), job allocation of engineers and projects/jobs budget.
* Developed and ensured staff KPI’s, team budget, customer expectations, SLA’s were met and exceeded.
* Handled all escalations from clients, staff, partners and vendors.
* Liaise with the Project Management team on a weekly basis to ensure rostering of engineers and assigning of jobs is fair and reasonable to deliver customer expectations while being fair to engineers.
* Management of IComm’s Contact Centre - analysed reports of number of calls, emails, jobs, engineer utilisation hours and budget pipeline for weekly review.
* Developed workflows & processes for internal CRM system at IComm to achieve higher work efficiency.
* Responsible for proactive marketing within the Support area to IComm’s customer database.

**Helpdesk Support Agent Nov 2007 – Apr 2009**

* Responsible for answering and resolving customer requests by phone and/or email whilst achieving response time targets and monthly budget revenue targets as required by Management.
* Project Management of key projects – eg/ interstate relocations and installations of PABX or IT servers.
* Account Management as required to support the Sales team’s accounts with quotations.
* Redeveloped and managed the processes and tasks of faulty parts, DOA and warranties for customers, ensured they were processed by the suppliers & distributors in a timely manner for the customers.

**Aegis Australia / UCMS Pty Ltd Nov 2004 – Nov 2007**

Melbourne-based

**Marketing Communications Administrator** **Dec 2006 – Nov 2007**

* Redesign, develop and maintain the internal Intranet page for Telstra Proactive Sales – managed product knowledge content and updates to campaigns as required by Telstra daily.
* Liaising daily with the Telstra Product Team, receiving product, pricing and processes updates/communications. Ensured all team leaders and agents are up-to-date with the latest information by holding training sessions with teams, staff emails and updates on the intranet.

**Outbound Sales Team Leader Apr 2006 – Dec 2006**

* Management of team of 12 staff to ensure sales targets, service level KPI’s and quality assurance compliance are met and exceeded for Telstra Proactive Sales as required by the Campaign Manager.
* Floor support to assist with escalations, coaching of Sales Agents - team meetings, training as required.

**Outbound Sales Agent Nov 2004 – Apr 2006**

* Warm calling outbound sales and inbound customer service for Telstra Proactive Sales, ANZ Credit Cards.
* Cold calling outbound sales duties for ING.
* Subject matter expert, sales coach, inbound and outbound sales duties for Origin Energy.

**Melbourne City Council Jul 2003 – Nov 2003**

Melbourne-based

**Systems Analyst / Consultant**

* Liaised with council staff to analyse the current database and its processes and procedures.
* Research new methods to be implemented for payment gateways.
* Designed web-based front-end B2C payment gateway changes & proposal for management review.
* ASP/HTML/VBScript web development work.

**REFEREES**

Available upon request.