**DANIEL HARPER**

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**PROFESSIONAL PROFILE**

An accomplished Sales Manager and Business Development Executive with more than 15 years experience in strategic key account sales, department management, business start-ups and both small to large sized enterprises gained in the consumer electrical retail market sector.

Highly effective in negotiating and managing meetings with key stakeholders at a senior executive level and building engaged cohesive cross-functional teams through both professional and personal leadership

qualities. Organised with a strong commercial acumen combined with excellent communication skills and a passionate approach to building customer relationships.

**Strategic Sales and Marketing Management**

* Established track record of delivering aggressive revenue results through managing commercial discussions and negotiations
* Articulately and effectively engages new and existing customers to accomplish mutually beneficial results

**Business Development**

* Substantial experience in developing successful tender submissions
* Delivery of positive business results through effective strategy planning and execution
* Successful track record of managing commercial discussions and negotiations with National accounts

**Operational Management**

* Highly developed commercial acumen. Strong financial understanding with full P & L responsibilities.
* Developing, deploying and embedding systems, processes, tools and metrics with a focus on continuous improvement

**Leadership**

* Building highly engaged cohesive cross-functional teams through effective coaching and mentoring. Leading by example
* Sales force effectiveness. Consistently exceeding KPI’s against company timetable

**Stakeholder Management**

* Understanding the driving forces behind key stakeholders. Highly effective in negotiating and managing meetings at a senior executive level
* Developing ideas, strategies and solutions with experience to implement these

**CAREER HIGHLIGHTS**

**Company Tile Direct Reports Annual Revenue Dates**

Exeed General Manager / Sales Aust 4 $12.3m Mar 2016

Brightstar National Sales Manager Aust3 $280m Aug 2013 – Mar 2016

Brightstar Business Development Lead – APAC1 NA Feb 2013 – Aug 2013

Cygnett General Manager / Sales ANZ 3 $22.5m Apr 2009 – Nov 2012

Cygnett National Sales Manager ANZ 1 $16m June 2004 – Apr 2009

**Exeed** (Medium enterprise $300m revenue) - New Zealand owned IT distributor with best of breed brands like Apple, HP, Hewlett Packard Enterprise, Microsoft and Samsung.

**Brightstar** (Large enterprise $10billion revenue) Global distributor of mobile phones, serving more than 200 carriers, 40,000+ retailers, and 15,000+ enterprise customers in more than 100 countries.

**Cygnett** (Small enterprise $40m revenue) Australian owed mobile accessories manufacture servicing over 200,000 retail outlets through 42 countries.

**EMPLOYMENT HISTORY**

**Exeed March 2016 – Aug 2017**

New Zealand owned and operated IT Distribution company that has been in operation since 2002. Exeed partners with best of breed brands like Apple, HP, Hewlett Packard Enterprise, Microsoft and Samsung to provide IT resellers and retailers with the products, services and solutions their customers want and need.

**General Manager Sales Australia**

Reporting directly to the Director of Sales and Marketing, this position manages the operations, product management, sales and P&L cost analysis functions against performance KPI's and maintains key account supply relations. This includes managing the Australian sales success and business growth through the implementation of profit growth strategies with key accounts nationally, developing a successful internal team having both the Sales Manager, Operations Manager and Accountant reporting into the position and recruiting, developing and retaining staff in a start-up role across the business.

**Dimensions**

* Budget: $10 million
* Turnover: $12.3 million
* Key Accounts: 19. CE Retail –JB HiFi, Harvey Norman, The Good Guys, Officeworks, Leading Edge Group, BSR Group, Leading Edge Group. Duty Free - Tech2Go, JR Duty Free, First Duty Free, Supercheap Auto Mass Retail: David Jones, Myer, Australia Post, Bunnings, Big W, JR Duty Free, Lagadere Group.

Telco: Telstra, Optus. Distributors: Brightstar, Cellnet

* Suppliers: 11. Ring, Tile, Kaiser Baas, Withings, Mujjo, Moyork, Kanax, Whoosh, Trackimo, Silicon Power, Cyber Power
* Direct Reports: 3. Sales Manager, Operations Manager and Accountant. Indirect Reports 9

**Key Achievements**

* Establishing 50 plus accounts generating $12m in sales annually
* Built the business from start-up exceeding the set budget by $2.3 million.
* Negotiated trading terms and supplied the following key accounts, Harvey Norman, JB Hi-Fi, Officeworks, Tech 2 Go (Newslink), The Good Guys, Bing Lee, Myer, David Jones, Bunnings, Telstra, Brightstar, Optus and Cellnet
* Achieved core ranging with Harvey Norman, JB HiFi and Officeworks with marketing leading Internet of Things products
* Negotiated successful exclusive ANZ distribution agreements with marketing leading brands. Ring, Withings, Nokia, Tile, Kaiser Baas, Silicon Power, Kanex, Mujjo
* Grew the Exeed Australia business to 10 employees with the Sales Manager, Operations Manager and Accountant as direct reports
* Average customer DIFOT of 95%+ by managed inventory and product forecasting

**Brightstar Aug 2013 – March 2016**

Brightstar Corp, is a U.S based [privately held corporation](https://en.wikipedia.org/wiki/Privately_held_company) that distributes mobile phones and other devices, serving more than 200 carriers, 40,000+ retailers, and 15,000+ enterprise customers in more than 100 countries. It provides specialized global wireless distribution and services, serving mobile device manufacturers, wireless operators and retailers.

**National Sales Manager Australia Open Distribution**

Reporting directly to the Director of Open Distribution, this position was responsible for the growth and retention of the Open Distribution Retail customers for handsets, enhancements and other products and services. This position maintained and built on key account relationships and managed supplier market requirements, including identifying and implementing sales strategies for new opportunities to increase sales, and led the sales team to achieve profitability objectives and to increase the market share of Products sold throughout the retail channel.

**Dimensions**

* Budget: $250 million
* Turnover: $280 million
* Key Accounts: 12. JB Hi-Fi, Harvey Norman, Officeworks, Australia Post, Big W, The Good Guys, Bing Lee, Myer, Telstra, iiNet, DoDo, Allphones
* Mobile Suppliers: 7. Huawei, Samsung, Sony, LG, Motorola, Nokia, Google
* Direct Reports: 4. Account Managers. Indirect Reports: 4

**Key Achievements**

* Achieved over $250M in revenue from new channels opportunities and existing business
* Developed and implemented strategic key account business plans to form stronger trading relationships with Australia’s leading retailers. Harvey Norman, JB Hi-Fi, Officeworks, Australia Post, Big W, The Good Guys, Bing Lee, Myer, Telstra, iiNet, DoDo, Allphones
* Managed successful trading agreements with 7 of the market leading mobile brands. Huawei, Samsung, Sony, LG, Motorola, Nokia, Google
* Increased annual revenue by $30m by developing and implementing a sales pipeline process for growth within existing the customer base together with the acquisition of new customers.
* Oversaw a team of 4 account managers, targeting them to specific accounts, allocating budgets and KPIs.
* Designed, developed and implemented an operating rhythm engaging with all departments within the business to manage key account trading requirements

**Brightstar Feb 2013 – Aug 2013**

**Business Development Lead - Asia Pacific**

Reporting directly to the APAC Head of Business Development, the responsibility of this position was to create a phased and prioritized strategic roll out plan for an Accessory Category Management service across the APAC markets.

**Dimensions**

* Number of countries to roll out strategy: 5. Hong Kong, Malaysia, Singapore, Thailand, Turkey
* Key Suppliers: Belkin, Cygnett, Harman Kedron, Mophie, Tech21, Casemate, Incipio
* Telco partners: 4. Vodafone, Maxis, Singtel, Dtac
* Direct Reports: 2. Business Development Managers. Indirect Reports: 4

**Key Achievements**

* Increased Maxis accessories sales by 450% for (2013 / 2014) by developing a strategic business plan
* Created and implemented a strategic roll out plan for Maxis Malaysia accessories category (Maxis is the largest Telco in Malaysia)
* Created a strategic roll out plan for Vodafone Turkey accessories category.
* Identified resources and investment required to deliver a go to market strategy for each APAC market
* Delivered complete business plans which were scalable and achievable to optimize quick market expansions and making them adaptable for new territories and channels
* Negotiated and selected market leading accessory brands specific for each region. Belkin, Cygnett, Casemate, Griffin and Incipio
* Effectively connected and utilized all of Brightstar, Softbank Group and Maxis resources to work collaboratively focusing on the accessory business category

**CYGNETT April 2009 – Oct 2012**

A technically savvy brand that quickly established a reputation for bringing a new generation of music lovers the ability to enhance, expand & integrate their iPod & MP3 experience. Cygnett manufactures everything from fashionable cases to high-end speaker systems. Cygnett products are sold in over 200,000 retail outlets through 42 countries. The range includes over 100 digital accessory products, including cables, chargers, cases and a full range of Power Banks.

**General Manager Australia and New Zealand**

Reporting directly to the Global CEO, the responsibility of this position was to maintain and develop strong relationships with key major accounts nationally, and develop a successful internal team having both the National Sales Manager and Operations Manager reporting into the position.

Effectively manage the sales function of the Australian and New Zealand operations, including developing and implementing sales plans for targeted accounts. Formulated national Sales strategies by capitalizing on all market opportunities, and developed strategic business plans to exceed sales targets.  
**Dimensions**

* Budget: $16 million
* Turnover: $22.5 million
* Key Accounts: CE Retail: JB HiFi, Harvey Norman, Dick Smith Electronics, The Good Guys, Noel Leemings (NZ), Harris Technology, BSR Group, Leading Edge Group. Mass Retail - Coles, Coles Express, Target, Kmart, David Jones, Australia Post, JR Duty Free, The Nuance Group, Anaconda, Bunnings (NZ), BP Australia, Lagadere Group, The Warehouse Group (NZ). Telco - Telstra, Optus, Telechoice, Crazy John’s, Vodafone. Distributors - Brightstar, Ingram Micro (NZ), Exeed (NZ), Force Technology, Leader Computers.
* Direct Reports: 4. Sales Manager, Operations Managers, Supply Chain Manager and Warehouse Manager Indirect Reports: 9

**Key Achievements**

* Achieved ANZ profitability targets set 130% Gross Profit by effectively managing the sales function of the Australian and New Zealand, including developing and implement Sales Plans for targeted accounts.
* Exceeded set budget by 143% by working collaboratively with the CEO, CFO and Product Managers in preparing the National Sales Budgets based on expected inventory forecast on all sku’s based on projected future demand trends, anticipated price reviews, product introductions / deletions, promotions and marketing activities.
* Achieved DIFOT 95%+ by forecasting inventory demand with the Demand Analyst and determined forecast accuracy pending seasonal trends.
* Built successful Distribution Agreements with Ingram Micro Ltd, Exeed Ltd, and Renaissance Ltd – Brightstar Ltd in New Zealand. Along with Force Technology International, Brightstar – Australia.
* Delivered revenues exceeded $4+ million per annum resulting from the acquisition of JB Hi-Fi as core range partner and leading brand for the MP3, tablet & smart phone category.
* Increased core range and revenues by 50% with Harvey Norman within the iPod, iPad and Smart Phones accessories categories, occupying 73% of the entire mobile core range planogram.
* Delivered revenues of $2+ Million per annum by the successful acquisition of Coles Supermarkets & Coles Express Petrol Stations as core range partner and leading brand for the MP3, tablet & smart phone category.
* Achieved $3.5 Million per annum by being selected as a preferred brand in Telstra stores for tablets & smart phone accessories.
* Delivered $1+ Million per annum by a successful acquisition of Tech 2 Go (Lagadere Group) as a core range partner for MP3, Tablet and smart phone accessories.

**National Sales Manager Australia and New Zealand July 2005 – April 2009**

Reporting directly to the business General Manager, this position managed the sales success and business growth through the implementation of profit growth strategies within major key accounts nationally (including New Zealand), Additionally, this position maintained key account responsibility including the identification of new opportunities for business growth and increased market share throughout major key accounts.

**Key Achievements**

* Acquired Target Australia as core range partner and leading brand for the MP3, tablet & smart phone category. Revenues exceeding $2.4 Million per annum.
* Acquired Kmart Australia & New Zealand as core range partner and leading brand for the MP3, tablet & smart phone category. Revenues exceeding $1.35 Million per annum.
* Acquired Australia Post as Tier 2 accessory supplier for smart phones and connectivity accessories.

Revenues exceeding $1+ Million per year.

* Acquired The Good Guys as a core range partner for iPhone, iPod and connectivity accessories.

Revenues exceeding $1.5+ Million per year.

* Acquired key retailers in New Zealand as lead brand accessory supplier for Smart phone and tablet accessories. The Warehouse Group (TWL – New Zealand’s) largest retailer as a leading accessory brand for iPod, iPhone & iPad accessories. Revenues exceeding $2+ Million per annum. Noel Leeming’s (New Zealand Consumer Electronic Retailer) as a core range partner with 35-core range sku’s. Revenues exceeding $1.5+ Million per year.

**QUALIFICATION & PROFESSIONAL DEVELOPMENT**

* Diploma in Business Management, AEGIS - Melbourne
* Professional Selling Skills
* Sales Secrets ‘Straight Line Persuasion’
* Customer Engagement in the New Marketplace
* Leadership Effectiveness Training
* OH&S

**REFEREES -** Available upon request