**James Clifford**

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#### SUMMARY

Data driven, senior marketer with a passion for building brands, turning market insights into actionable strategy, developing new products and being a champion for the customer within a business. With 10 years’ experience in global manufacturing businesses, a background in engineering and proven ability to manage and grow brands, brings a unique ability to add value to an organisation. Track record in building and leading teams to achieve results. Ambitious and motivated by working in a fast-paced environment with high levels of change and innovation.

**KEY CAPABILTIES**

**Strategy development:** Key strength in aligning business strategy with customer, market and technology insights to develop and implement product category strategies

**Brand management:** Passion for using a structured, data driven approach to brand building; from understanding the customer journey and purchase funnel to product positioning to maximise ROI

**New product introduction:** Vast experience in delivering innovative new products, from idea generation to product commercialisation

**Leadership:** Proven ability to build and lead teams of up to 10 direct reports, delivering projects on time and budget

**Technical knowledge:** Background in engineering enables an ability to understand technical aspects of products and communicate features as product benefits in consumer language

**EDUCATION**

**University of Melbourne, Melbourne Business School Melbourne, Australia**

Master of Marketing Apr 2017 – present

**National University of Ireland Galway, Ireland**

Bachelor of Engineering (Mechanical), Honours Sept 2002 – May 2006

**EXPERIENCE**

**Davey Water Products Jul 2010 – Aug 2018**

Market leading Australian manufacturer specialising in water transfer and treatment products for the domestic and agricultural markets sold through hardware and trade channels. Part of GUD group, #9 AFR Most Innovative Companies 2018

***Marketing Manager*** *Mar 2016 – Aug 2018*

Functioned as Marketing Manager for $110m business, responsible for all aspects of marketing strategy, brand management, pricing and P&L, including business and product development, communications, consumer promotions and media spend. Managed a team of 10. Worked closely with sales leaders to ensure they were enabled to succeed, providing collateral as necessary

* Developed and implemented three-year category strategies across core product ranges of domestic, pool and commercial irrigation products, turning customer and market insights into product strategy and actionable marketing mix tactics. This resulted in a CAGR of 7% - double the market growth rate
* Responsible for the launch of 15 new products; managing COGS, margin, packaging and launch collateral while working with cross-functional teams to ensure product quality and on-schedule launch
* Conducted annual price reviews of all Australian products and implemented price adjustments where appropriate to improve revenue and margin returns
* Identified and introduced a pricing structure in home pressure system category which increased sales team discipline & resulted in 6% lift in GM generating an incremental $1.1m profit vs previous year
* Implemented strategic approach to brand management consisting of; conducting annual brand health survey, qualitative and quantitative market research, identifying and targeting relevant market segments and developing tactical initiatives to grow revenue within the category
* Responsible for developing a digital customer strategy and working with agency partners to develop simple product selection guide and “Click & Collect” online shopping portal
* Business champion of new best practice customer orientated “innovation process” for product development; including developing strategically aligned innovation missions, conducting market scans & ideation sessions and working with engineering to build minimum viable products to gain customer feedback

***Program Manager****Sept 2014 – Mar 2016*

Position on the senior management team responsible for bringing together and managing cross functional teams to deliver business results. Key responsibilities included prioritising key programs, development and delivery of project plans, identifying key KPI’s for success while measuring success

* SKU rationalisation program; 50% reduction of SKUs without negatively impacting revenue
* Sales Force Effectiveness Program – incremental $3.6m revenue delivered over 2 years
* Freight reduction program – reduced annual domestic freight costs as a % of revenue from 5.2% to 3.4%, saving $1.2m

***Plant & Process Engineer*** *Jul 2010 – Sept 2014*

Manufacturing orientated role responsible for improving factory productivity by identifying new technologies and designing process improvements to deliver this. Key contractor management was a critical part of this role.

* Project Manager for the design and installation of the Davey WA & QLD Branches and numerous smaller installation projects at Davey Scoresby
* Responsible for introducing and maintaining new Contractor Control procedures to surpass ISO9001 standards
* Standardised and centralised the essential maintenance of all Davey Aus & NZ sites

**Dell Inc. – Ireland Aug 2006 – Jul 2009**

Global industry leading computer manufacturer, producing laptops, desktops, servers and accessories.

***EMEA Imaging Manager****Apr 2008 - Jul 2009*

Working as part of the New Product Introduction team with responsibility for the introduction of quality imaging products across EMEA. Key tasks included collaborating with the global operations team, procurement, quality & engineering support groups to ensure smooth product introduction.

* Project leader for the successful launch of over 20 Imaging products
* Advanced Green Belt Certified with over €850k savings

***Process Engineer*** *Aug 2006 - Apr 2008*

Working as part of the process engineering team with responsibility for delivering world class assembly processes. Key tasks included design and implementation of solutions to manufacturing issues aimed to improve production line output and reduce customer issues

* Project Manager for the design and install of the Dell Customer Solution Centre
* Successful project leader to reduce ATX chassis quality issues by 50% using root cause analysis techniques

**ADDITIONAL INFORMATION**

* Keen interest in cooking, sports & travel
* Excellent Microsoft Office skills
* Proficient user of Pronto ERP system
* Citizen of Australia