

Gavin Mitchell

Ph: +64 21 448 865

Email: mitchell.gavin@gmail.com

LinkedIn <http://www.linkedin.com/pub/gavin-mitchell/1/91b/87>

DOB: 20 July 1963



Personal Statement

I have a background in business strategy and market development with experience in multiple industries including health, transportation, education, public safety, manufacturing and retail.

My skills include deconstructing complex technologies and environments to create a strategy that puts the right solution in the hands of the buyers and users.

Working mostly in the business to business space, I work with companies to make sure that they know who the buyer is, identify the real value proposition and to market their product or services effectively to achieve results with the least effort through direct or indirect sales channels.

I also support companies with the implementation of these strategies through governance, market development work, partner selection, marketing activities and sales process management.

Skills

Strategic Planning

New Market Development

Sales Management

Negotiation

Marketing

PR/Communication

Financial Management

Operational Management

Current Experience Feb 2010 – Current HSAGlobal Ltd Auckland

HSAGlobal develops software that supports share medical care, allowing new and innovative methods of service delivery in a highly pressured health environment.

Executive Director - Strategy

Creating and implementing strategy to support the growth of HSAGlobal.

- Developing business plans
- Assessing market opportunities
- Creating and implementing market entry strategies
- Ensuring focus on most appropriate opportunities
- Providing practical guidance to operational matters
- Developing marketing plans and collateral

Achievements

- Focused HSAGlobal on core value proposition and reduce effort in less valuable markets and products.
- Developed business growth strategy in 2010 which saw HSAGlobal secure a dominant position in the NZ market and secure sales in Australia and Singapore.
- Undertook global market review in 2013 as part of growth strategy recommendation paper and secured board approval for entry into the US and UK markets.
- Developed UK pipeline of NZ\$12 million by March 2014.

Nov 2010 – Current Klein Medical Auckland

Klein Medical is a pre-revenue New Zealand company that is developing a low cost analytical technology platform with one application being to verify drugs at point-of-administration.

Independent Director

One of 4 directors providing governance for the shareholders of Klein Medical and providing support and advice to the Managing Director.

- Governance
- Strategy development
- Marketing advice
- Capital raising

Achievements

- Company has now completed technical solution development and is now moving to commercialise technology.

Past Experience**May 2010 – Aug 2013 Industrial Research Ltd****Wellington**

IRL is a Crown Research Institute that provides research and development services to the manufacturing sector. Using a science base of Chemistry, Mathematics, Physics and Engineering IRL's mission to improve the economic output of New Zealand's exporters.

General Manager – Industry Engagement

Leading a team of 18 sales and 2 marketing professionals to promote IRL's services and to engage with industry growing the commercial revenue component of IRL's business.

- **Marketing**

- Raising company and product profile in target market segments
- Market Research
- Product positioning
- Promotion
- Pricing
- Corporate Promotional Activities
- PR

- **Client Engagement**

- Relationship Management
- Maintaining a sustainable pipeline of opportunities
- Process management
- Opportunity Qualification
- Sales process management including internal approvals process

Achievements

- Expanded customer engagement from \$9 million pa to \$18 million pa
- Established strategic marketing function with focus on market research of client needs and opportunities.
- Created strategic foresighting process.
- Implemented longitudinal customer survey.
- Increased customer satisfaction through introducing more industry focused contract models.
- Participated in establishment of Callaghan Innovation and migration of IRL into the new entity.

2005 – 2010

Jade Software Corp Ltd

Christchurch

Jade Software Corporation Limited is a specialist technology research and development organization with over 30-years experience in supplying innovative software solutions and services to businesses around the world.

Head of Marketing, Sales and Channel Management

Responsibilities

Marketing and Sales for bespoke development services and products, including Logistics, Health and Education solutions

- Marketing
 - Raising company and product profile in target market segments
 - Market Research
 - Product positioning
 - Promotion
 - Pricing
 - Corporate Promotional Activities
 - PR
- Sales
 - Maintaining a sustainable pipeline of sales opportunities
 - Process management
 - Opportunity Qualification
 - Motivating sales performance
 - Sales process management including internal approvals process
- Manage staff in NZ, Australia, UK and USA

Achievements

- As part of Exec team, increased company revenue from NZ\$35M to NZ\$55M
- As part of Exec team, increased company profit from -NZ\$3M to +NZ\$5.5M
- Significant sales to:
 - The Warehouse Ltd, NZ
 - Electricity Commission, NZ
 - Gas Industry Company, NZ
 - Bombardier Transport, Canada
 - London Metropolitan Police, UK
 - Port DCT Gdansk, Poland
 - Messina Lines, Genoa, Italy
- Increased Ports Line of Business activity
 - Increased profile of JSC from outsider to recognised challenger
 - Increased customer base from NZ only to include customers in USA, Australia, Poland and Italy.
 - Employed industry consultants to increase domain knowledge and

- provide consulting capability
- Created new Line of Business in law enforcement
 - Negotiated access to IP developed for Australian Federal Police
 - Productised the application
 - Sold product into 12 agencies in 5 countries including
 - London Metropolitan Police
 - West Australia Crime and Corruption Commission
 - UN
- Stabilised difficult customer relationships
- Increased customer satisfaction
- Introduced standards and process to the marketing and sales activities
- Improved deal profitability
- Reduced cost of sale

Awards

- Champion Global Operator at Canterbury Champion Awards 2009
- Non-trade Supplier of the Year to The Warehouse 2008

2004 – 2004

Spectrum Resources Ltd

Auckland

Spectrum Resources was a NZX listed venture capital company that invested in high tech companies. Its primary acquisition, Kinetiq Ltd, developed and marketed a complex billing solution to energy companies around the world.

Independent Director

Responsibilities

Responsible to the shareholders.

- Governance
- Sale of Kinetiq to private investor
- Due Diligence for acquisition of Charlie's Juices

Achievements

- Successfully completed sale of Kinetiq
- Successful acquisition of Charlie's Juices
- Protected shareholder equity

2000 – 2004

Spectrum Resources Ltd

Auckland

Spectrum Resources was a NZX listed venture capital company that invested in high tech companies. Its primary acquisition, Kinetiq Ltd, developed and marketed a complex billing solution to energy companies around the world.

Chief Executive

Responsibilities

Responsible for sales, implementation, consultancy and support of Billing and analytical applications for the utility sector.

- Reporting to the board of directors and to shareholders
- Regulatory compliance for a listed company
- Managed staff in NZ, US and Australia
- Acquisitions
- Capital raising
- Marketing
 - Raising company and product profile in target market segments
 - Market Research
 - Product positioning including thought leadership and public speaking
 - Promotion
 - Pricing
 - Corporate Promotional Activities
 - PR
- Sales
 - Maintaining a sustainable pipeline of sales opportunities
 - Process management
 - Opportunity Qualification
 - Motivating sales performance
 - Sales process management including internal approvals process

Achievements

- Grew revenue from \$800K to \$4.2M
- Secured new sales in Australia, Singapore, UK, USA and Canada.
- Acquired consulting firm to add value to software product offering
- Reconfigured from high growth sales to stable service company when the international energy market collapsed following the Enron debacle.
- Made myself redundant

Awards

- 26th on the Fast 50 list for 2003

1999 – 1999 QED Software Ltd Auckland

Business Development Manager

- Responsible for sales of an internet based ticketing and reservation solution for land transport.
- Achieved sales and preferred vendor status with major companies in the UK and US.

1997 – 1998 Prism Software Ltd Auckland

Business Development Manager

- Responsible for sales of an ERP solution to the print industry.
- Grew revenues from \$800K pa to \$2.7M with \$2M in back orders.
- Increased average deal value from \$90K to \$350K.
- Improved customer satisfaction through account management and communication.

1990 – 1996 Advantage Group. Hamilton, Auckland, ChCh

Branch Manager & Product Manager

- Sales and support to customers in retail, manufacturing and warehousing.
- Branch Manager in Hamilton, then Christchurch.
- Received Branch of the Year awards multiple times.
- Introduced new software products and consulting services.
- Managed major accounts including Foodstuffs, Woolworths, Progressive and Lion Nathan.
- Managed products provided by Japanese manufacturers.

Interests

Sailing, Motorcycling, Fishing.