

Curriculum Vitae

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PERSONAL

A well known business leader and marketing expert currently recognised for my experience and knowledge of New Zealand's SME sector. The success of my current business is based on many years in corporate roles responsible for revenue, finance, HR, operations, sales and marketing of several local and international businesses. I have significant experience and expertise in relationship management, marketing, sales, operations, quality management and strategic business planning.

My excellent communication and interpersonal skills are combined with a passion for results and professionalism. An enthusiastic, positive and practical approach provides leadership and a team environment which elicits the best from all involved – whether they are team members, business partners or customers.

PROFILE

As founder of Synthesis Marketing I have worked with hundreds of businesses nationwide ranging from start ups needing to generate their first dollar through to national companies bringing in revenue of tens of millions. I have been instrumental in growing hundreds of companies and take huge pride in the success of the businesses my company touches.

In the corporate world I have managed the NZ business of a progressive, international Telco vendor with contracts worth around \$NZ10 - \$NZ15m and a team of 50 people. Previous to that I have been a key part of turning a back room software house into a reputable commercial entity with revenues growing from \$NZ9m to \$NZ14m in two years and leading the entry of that business into the Asian and European markets. In the same company I was responsible for managing and developing one of the most complex customer relationships with New Zealand's then largest company and its international network supplier.

CAREER

Hutt Valley Chamber of Commerce

Board President

November 2010 – present

As current President and a Board member of over 6 years of one of New Zealand's fastest growing and most successful Chambers of Commerce, I have been instrumental in the growth and success of this well regarded Chamber. Recently I have also:

- Led an international mayoral business delegation to the USA
- Been instrumental in driving the Technology Valley project for the Hutt Valley
- Successfully merged the Upper Hutt and Lower Hutt Chambers of Commerce into one entity
- And am currently driving the development of a new economic development model for the Hutt Valley, along with key local business leaders and both city councils.

Synthesis Marketing

Founder, Managing Director, Business Development and Marketing Specialist

June 2001 – current

Key Responsibilities:

- Strategic Planning and all business planning
- Company management
- Financial Management
- Team Management
- Business Development, marketing and sales
- Product development of consultancy services and mymarketingexpert online toolkit
- Guest speaking, sales training and workshop presentations nationwide
- Marketing Consultancy and service provision to clients

I started Synthesis Marketing to provide SME's with professional, expert marketing support and advice in an affordable and accessible manner. In 2001 this was a unique service in the professional marketing sphere and is the only company of its type to have been serving the New Zealand SME sector for the past 11 years.

In this time I have created, own and manage a strong company of marketing specialists with a reputation for excellence and professionalism, leading the market for SME marketing support. I have also developed and delivered New Zealand's only extensive online marketing toolkit.

Synthesis Marketing is one of the leading Approved Suppliers to NZTE for marketing education, coaching and knowledge transfer under the new Capability Development Voucher Scheme.

Every year over 90% of our business is based on referrals from accountants, banks, customers and business groups.

Open Telecommunications

Country Manager NZ

November 1999 – June 2001

Open Telecommunications was a very fast growing global vendor to the telecommunications market, targeting the 'New World Telephony' markets. OT's business was supplying software services and products including Voice over IP switching products, operational support systems, and Intelligent Network products.

As the most senior representative of OT in NZ, this role was responsible for managing all aspects of OT's presence in NZ, including sales, marketing, project deliveries, relationship management of partners and customers as well as finance and administration. As part of OT's global management team reporting to the Vice President of Sales and Marketing and subsequently to the CEO of Asia Pacific, this role managed the most significant parts of OT's business at that time. . Deliveries and revenue for NZ business were approximately \$NZ15m. During a time of massive growth, staff levels increased from eight to fifty people in 18 months in NZ alone. From a completely start-up entity, a successful sales, marketing, delivery and support team was created.

Key Responsibilities

- Development of NZ based facilities, teams and resources.
- Development of sales and marketing plans for NZ market.
- Representative of NZ business to overall OT's global management and strategic planning.
- Sales of OT products and services to NZ market.
- Establishment and Management of suitable business partners for OT in NZ including managing key relationships with Telecom NZ, Cisco Systems NZ and others.
- Administration management, budget setting and other financial management.
- Delivery of OT products, projects and services to NZ customers.

Key Achievements

- Successful delivery of OT's most significant project commencing in 1999 – the Southern Cross Cable Network Operations Centre.
- Significant improvement in OT's relationship with its main NZ customer and establishment of relationships with other customers.
- Successful implementation of OT's marketing strategies to position itself to the NZ market.
- Establishment of two professional offices in NZ housing around 50 people.
- Winning of new contracts including 3 year support contracts to the value of \$NZ3m.
- Development of a sales pipeline in excess of \$NZ100m.
- Establishment of successful, results oriented delivery, sales, support and administration teams in NZ.

NEC NZ

Senior Manager Sales and Marketing

August 1999 – November 1999

This senior management position combined both customer relationship management responsibilities of NEC NZ's largest customer – Telecom NZ – with the marketing role of the New Zealand branch of one of the world's largest telecommunications vendors.

Note: August 1999 saw NEC NZ being created to take over the majority of TSSC's business. This role was a continuation of my role in TSSC.

TSSC

Sales and Marketing Manager

April 1995 – July 1999

TSSC was a joint venture company between NEC Japan and Telecom NZ. Its business was providing software solutions and services for public switched telephone networks.

Reporting to the Chief Executive Officer of TSSC, this role was responsible for the management, development and implementation of TSSC's sales and marketing strategies and plans both in New Zealand and internationally. This position was created within TSSC to lead the company into the global commercial business world. Targets included increasing revenue from \$9m in the first year to \$14m within two years.

Key Responsibilities:

- Development and management of the sales and marketing structure and team.
- Development and implementation of the strategic sales and marketing plans along with key input into the rolling five-year business plan.
- Achieving the company revenue.
- Account Management responsibility for all customers including Telecom NZ, Stratus Computer (USA) and NEC Japan.
- Development of a commercial and customer focus throughout the company.
- Other responsibilities included contract negotiations, change management, customer reporting processes, promotions, bid management, all pricing, systems integration, branding, training, recruitment, strategic planning, process development, product management, project management support, software development support and various general management responsibilities.

Key Achievements

- Customer satisfaction ratings of 'good and excellent' increased from 46% in 1996 to 86% in 1999.
- The development of a sustainable 'New Work' revenue stream in excess of \$NZ1.5m annually and growing, from my first year of employment.
- Growing revenue from \$NZ9m to over \$NZ14m with an overall bid/win ratio of 86% in the final year of operation.
- The successful transition of TSSC from a non-commercial, back room software production house to a successful company operating in a totally commercial manner with an unquestioned commitment to customer satisfaction and delivery.
- Development and implementation of new company branding and positioning along with all the supporting marketing collateral.
- The development of TSSC's international market place, winning business and recognition in both Asia and Europe through the implementation of my own sales and marketing plan.
- Development, implementation and management of sales and marketing processes and reporting. For example prior to creating and implementing the Bid Management process, TSSC had over 30 live bids that were late in being responded to – some up to two years late! Within one year TSSC was responding to every bid within the timeframe and converting the majority of these to profitable revenue.

Sport Waikato***Marketing Manager***

June 1994 – April 1995

Sport Waikato is a charitable trust with the objective of encouraging the general community to lead a healthier lifestyle through physical activity and sport.

Reporting to the Chief Executive, this role was responsible for the marketing of Sport Waikato to the local and national business sector and community and the development and management of its sponsorship and funding base.

British Telecom***Marketing Consultant – Global Customer Service Marketing***

City of London

October 1993 – April 1994

This senior management position concentrated on the marketing of customer service solutions to BT's largest international customers.

Key Responsibilities

- The development of Customer Service Centres throughout the world to serve BT's global customer base, with a five year budget of 69 million pounds sterling.
- To research and analyse the needs of BT's global customers and develop programmes worldwide to address these needs.

Key Achievements:

- The development of selection criteria and the subsequent prioritisation for global customers to be served from the Global Customer Service Centres.

Note: Unfortunately due to personal reasons I had to return to NZ at short notice and therefore resign from this position.

NYNEX Cable Comms***Associate Director – Business Marketing and Product Management***

City of London

October 1992 – October 1993.

Reporting to the Executive Director, Business Sector, this role incorporated all aspects of marketing in a start up environment to the business market for UK's then largest cable operator.

Key Responsibilities

- The development and management of NYNEX Cable Comm's business market and marketing teams throughout the UK.
- All product management for the business sector for NYNEX Cable Comms including the introduction of public telephony switching, Centrex and Commercial Cable TV.
- The research, development and implementation of all Strategic Marketing and Product Plans.

Key Achievements

- Marketing direction for the implementation of NYNEX Cable Comm's own central office exchanges, including the complete switch analysis and selection, contract negotiations and conversion.
- Researched, produced and implemented NYNEX Cable Comm's first product plans and customer satisfaction metrics.
- Compiled and managed the first Marketing Communication plan targeting the business sector.

Telecom Corporation of New Zealand & Telecom Central

January 1986 – July 1991

Product Manager – Business Systems

1989 - 1991

Responsible for the product management of all PBX's, key systems, Centrex, Call Detail Processors etc. This position also included several months' experience in both telesales and field sales.

Market Analyst

January 1989 – October 1989

General market research and competitive intelligence gathering.

Bursar

1986 - 1989

Awarded one of the few Telecom Corporation Marketing Scholarships to study for a Bachelors Degree in Business. During the vacation times from University I held various administration, retail sales and clerical positions in Telecom in Masterton.

E D U C A T I O N

NEC University of Tokyo - June 1998

NEC Overseas Management Program (I am the only NZ graduate of this programme)

Victoria University of Wellington 1986 – 1988

Bachelor of Commerce and Administration

Kuranui College of Greytown 1981 – 1985

Higher School Certificate, University Bursary, University Entrance

Courses and Seminars

Advanced Account Management

Various Presentation, Sales & Time Management Courses

Toastmasters

Negotiate to Win Course

Member of Hutt Valley Chamber of Commerce

Member of Marketing Association (NZ)

Contribution to the Community

Campaign Manager for the 2005 National Party Election for the Rimutaka Electorate
Campaign contribution for the 2008 National Party Election for the Rimutaka electorate

2003 Board Member of Upper Hutt Chamber of Commerce

Other

Finalist in the Hutt Valley Business Excellence Awards 2010

Winner Best Micro Business – Her Business Wellington Region 2010