

Keith James McConnell
Unit 1, 12 Balfour Road
Parnell, Auckland
M : 021 655 888
E : keith@kmba.co.nz
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I have 25 years of senior executive experience across a number of industries built on my financial/legal qualification and a demonstrated ability to lead teams of people especially through times of significant change. Since moving to Auckland I have developed my own business utilising my executive experience in serving as a company director and providing business advisory services.

February 2001 -

Keith McConnell Business Advisory
Self Employed

A consultancy practice to undertake assignments, provide business advisory services and serve as a company director.

Fruehauf Trailers 2002-2005

Chief Executive Officer

- Engaged to transform and restore business profitability of this leading truck trailer manufacturer. Reporting to the board, the position oversaw a team of 100 with annual turnover of \$40M.
- Implemented product process and quality improvements that lifted sales by 30%. Introduced new product variants that leveraged existing competitive designs. Increased profitability by reducing rework and improved supplier agreements.

Tranz Rail 2001-2002

Project Director

- Directed the strategic outsourcing of Tranz Rails maintenance services. Successfully engaged the union to enable the outsourcing of 1000 and the redundancies of 200 union employees without the loss of one days' industrial action.

NZTA 2009-2010

Project Manager

- Short term project to evaluate the maintenance services of the Auckland Harbour Bridge and to prepare an Asset Management Plan.

Directorships

Windflow Technology Ltd. 2000-2012

Principal Commercial Director and Chairman of the Audit Committee

Listed on NZAX, I became a founding Director after Windflow's successful IPO in 2000 when the Patent Rights were acquired from the founder-shareholder, Geoff Henderson. Windflow's innovation sits in its torque limiting gearbox which would form the backbone of a new type of wind turbine optimised for the extreme wind conditions.

- Provided much of the commercial input to the establishment and operation of the business.
- Lead role in preparing 3 prospectuses that have raised \$15.7m of capital.
- Project directed the obtaining of the resource consent for the prototype turbine.

NZ Windfarms Ltd 2003-2008

Principal Commercial Director and Member of Audit Committee

Listed on the NZX, this company was initially set up as a wholly owned subsidiary of Windflow Technology to own and manage its wind farm operations, established in 2005.

- Provided much of the philosophical thinking behind the formation of the Company.
- Took a lead role in obtaining the resource consent for the 97 turbine wind farm on the Manawatu Hills.
- Project directed two major IPO prospectuses, the most notable in 2007 that raised \$73m and saw Vector Energy become the principal shareholder.

Wind Gears Ltd 2008-2011

Chairman

A joint venture between Windflow Technology and AH Gears, the manufacturer of the early gearboxes for the Windflow wind turbine. A strategic role that focussed on developing the most critical (and expensive) component of the wind turbine. Delivered product on time and budget delivering positive profits and supply relationships through the joint venture.

Wind Blades Ltd 2003-2012

Director

A joint venture between Windflow Technology and two individuals from the marine industry to build laminated radiata wind blades. Fully acquired by Windflow in 2006. The radiata product displayed different operating properties to the standard fibreglass product providing improved performance for the wind turbine. Worked with and in the business to enable orders and budgets to be met "in full and on on time". Additionally, through process and procurement improvements have driven cost per unit down by 50% against international suppliers.

Advisory Board Roles

Rubbish Direct Ltd, Independent Chairman 2011-present

AH Gears Ltd, Member 2011-present

May 1998 – October 2000

Paykel Engineering

Chief Executive Officer

An engineering supplies distributor with \$80M turnover. A division of Maine Investments (formerly Skellerup Industries) with 20 branches and a staff of 350 nationwide. Reporting to the Group Managing Director leading a six strong management team with the mandate to bring back to life a business which had lost both its commercial and organisational cultural value.

- Repaired relationships with staff, customers and suppliers.
- Established a new trading division that partnered with strategic customers such as New Zealand Steel.
- Managed the procurement and stores management functions of Solid Energy and Kiwi Diary.
- Provided considerable support to the machine tools division that represented the Okuma Agency in New Zealand.
- Restored overall profitability over two years.

December 1993 – December 1997

The Power Company Limited

Chief Executive Officer

The owner and operator of the electricity network servicing rural Southland with \$50M turnover. I was headhunted to lead The Power Company through a challenging transition - the separation of the network, generation and retail operations and the transfer of ownership from the government to a local trust. Reporting to the Board I led a management team of 5 and a staff of 250.

- Successfully outsourced the maintenance services of 250 staff (with 130 layoffs) without any industrial action.
- Split the lines business from the electricity retail business.
- Restructured the pricing model including a reduction in line charges.
- Completed the commercial evaluation of the rebuilding of the Monowai Power Station.
- Obtained an uncontested Resource Consent for the rebuilding of the Monowai Power Station (including a reduction in river flows).
- Setup United Electricity as the first "pure" electricity retailer in New Zealand.
- Oversaw the transfer of ownership from the Crown to a Consumer Trust.

May 1987 – December 1993

John Edmond Ltd

Chief Executive

A building supplies distributor to both the trade and retail sectors. A fourth generation family owned business with a history of 125 years in the South Island, the business faced an increasingly competitive market which had impacted performance. As the first non family CEO, my mandate was to restore profitability and release cash. Reporting to the Board, leading a management team of 8 and a team of 250.

- Grew turnover to equal market share of major competitor, Placemakers.
- Increased shareholder value enabling the sale of the business in 1994 resulting in a \$40M capital profit.
- Downsized the operation from 14 to 7 stores.
- Implemented an updated trading, operating and marketing model that significantly improved market share and profitability.
- Sponsored the implementation of an on-line Point of Sale System.
- Obtained support from our staff to operate 7 days per week without any hourly penalties and industrial action.
- Built very strategic relationships with suppliers, many of whom were owned by Fletchers, who also owned Placemakers.

October 1991 – May 1992

Donaghy Downs Pty Melbourne

Chief Executive on Secondment

A rope and cordage manufacturer, Donaghy Downs was owned by the same parent as John Edmond. It had been acquired from the previous family owners and faced significant trading and financial difficulties. Operating in an industry that was facing significant threats from cheaper imported product, my mandate was to restructure the business for long term sustainability. Reported to the Group Managing Director, the role had 8 direct reports and 250 staff.

- Downsized the operation from having 5 factories throughout Victoria to one without any industrial action.
- Returned the business to profitability.

February 1986 – May 1987

WR Jackson & Co, Chartered Accountants

Consultant/Project Manager

- Flotation and listing on the Stock Exchange of The Helicopter Line Ltd (now renamed Tourism Holdings Ltd)
- Restructuring of Hallenstein Bros Ltd into Hallenstein Glasson Holdings Ltd
- Secretaryship of R & W Hellaby Ltd and South Corp Ltd
- Director of Lane Latimer Ltd
- Acquisition and restructuring of Craigpine Timber Ltd by South Corp Ltd - (now renamed Donaghys Ltd)
- Financial consolidation for the Southern Transport / Allied Concrete Group of Companies.

July 1985 – February 1986

John Edmond Ltd

Financial Controller

April 1974 – June 1985

The DIC Limited

DIC Limited were a major player in department store retailing in New Zealand, originally founded by Hallenstein in 1884. DIC was purchased by its major competitor Arthur Barnett in the 1980's.

March 1984 – June 1985

Management Services Manager

January 1977 – March 1984

Systems Development Manager

January 1975 – January 1977

Head Office Accountant

April 1974 – January 1975

Branch Accountant

OTHER DIRECTORSHIPS

Engineering Recruiters Ltd. 2001-present.

This company is half owned by myself (with my partner owning the other half). We acquired the business and have successfully focussed its activities on the recruitment of professional engineers for roles across New Zealand but in recent years sourcing a significant proportion of our candidates from the UK and Ireland in particular. My input is mainly in a support capacity.

Craigpine Timber Ltd. 1986-1993.

The company was acquired by the parent company of John Edmond. My role was to support the subsidiary Managing Director in a significant restructuring of the operation that saw it re-size from 10 divisions producing only marginal profits to two divisions that produced very acceptable profits in both up and down markets. My tenure ended when I left John Edmond.

Southern Heath Ltd. 1995-1996.

I was appointed by the then National Government to the Southland crown health enterprise.

Industrial Research Ltd. 2009-2011.

I served as the Chairman at a time the roles of the crown research institutes were being re-worked. I introduced a number of governance practices that had not previously been present.

EDUCATION

University of Otago 1983

Bachelor of Commerce Degree (Accounting) plus four years of undergraduate study in Law

Bayfield High School Dunedin 1970

Graduated with Bursary