## **Gordon Stevenson**

## **Advise Deliver Mentor**

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| Personal Overview

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| **I bring 30+ years of business-focused IT experience across both large and small companies, and across both the public and commercial sectors, and I am equally comfortable with improving sales and revenue performance, or in improving operational and customer service efficiencies.****I have a reputation for pragmatism, quickly being able to analyse a business or situation, and as a “safe pair of hands” in simply getting things done.****In particular, I have proven expertise in:*** **Business strategy development and strategy implementation and operationalization, particularly at the intersection of core business and IT and in ensuring that technology meets the business needs**
* **Business Unit management, including P/L and staff management**
* **Proven market/sales planning capability; strong sales record; sales management and pre-sales management in both large and small organisations**
* **Operations/Service Delivery management**
* **Practical Programme, Project and Change Management**
* **High level  “Business” analysis and as an executive mentor to companies needing to improve operational and sales capabilities**

**Recent parametric testing (using DISC methodology), which endorsed previous assessments, characterises me as a ‘driver’ with ‘analytic’ tendencies. It identifies me as being direct, decisive, liking challenge and change, looking for improvement and getting things done and I think this fairly accurately describes my attitude and approach to the roles I undertake.****Experience and Capability**  |  |
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| Strategic and Operational Planning | Business Consulting and Mentoring |
| Leadership and Management  | Business Development |
| Programme and Project Delivery  | Sales and Marketing |
| Organisation Business Analysis | Government Interaction with Business |

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**Achievement****Strategic and Operational Planning*** Currently working with SME’s developing strategic and operating workshops and plans
* Helped develop the strategic business plans of many emerging NZ technology companies.
* Created 2 Year Operational plan for Staffing and Expenses for IBM UK Ltd.
* Created detailed Business Plans for both Memorex Telex UK and IBM NZ Ltd.

**Leadership and Management*** Divisional Director, Storage systems for Memorex Telex, UK and Scandinavia. Team of 25.
* Mgr. of Government Business Unit, IBM NZ Ltd. Team of 3.
* Customer Director, ICT for New Zealand Trade & Enterprise. Team of 12.
* Chaired joint Industry/Government task force reviewing Government procurement of IT.
* Developed and managed the NZ Technology Pavilion at CeBIT, Hannover.

**Programme and Project Delivery*** Co-Developed a new divisional organisation within IBM UK Ltd
* Led negotiation team at Memorex Telex for new product line from Japanese suppliers
* Led multiple bid teams and contract negotiations at both IBM NZ Ltd and EDS NZ
* Delivered report and recommendations on New Zealand Government procurement of IT
* Conceived, created and management the NZ Pavilion at CeBIT in Hannover, internationally showcasing about 50 NZ technology companies over 5 years.
* Delivered report and recommendations on a NZ Spatial Infrastructure with Hon. Gary Nairn (former Australian Minister responsible for Spatial Strategy)
* Accreditation in Managing Successful Programmes (MSP)

**Organisation Business Analysis*** Analysed the business models of many of NZ’s emerging technology companies

**Business Consulting and Mentoring*** On-going activity working with the Advantage Business Network offering comprehensive business assessment and analysis, staff surveys, customer surveys, industry benchmarking, psychometric testing, management coaching and training, strategic and operational planning
* Have developed a comprehensive commercial self-assessment tool aimed primarily at small and medium enterprises, currently being introduced into market
* Member of Business Mentors New Zealand

**Business Development*** Grew the Memorex Systems Division by 300% in 2.5 years
* Increased IBM NZ’s Government business by 350% in 3 years
* Won a major new Government account for EDS

**Sales and Marketing*** Two ‘Golden Circle’ Awards (top 100 sales in Europe) with IBM UK
* Heavy sales and marketing emphasis throughout my career

**Government Interaction with Business*** Links to many NZ success stories, managed NZ Pavilion at the CeBIT Expo.
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| Employment Summary

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| **Dates** | **Company** | **Title** |
| July 11 - now | Independent Consultant | Business Consultancy |
| Sept 10 – June 11 | New Zealand Trade & Enterprise | Contracted Project Mgr. |
| July 03 – Sept 10 | New Zealand Trade & Enterprise | ICT Sector Manager |
| Nov 02 – June 03 | Industry New Zealand | Business Development Advisor |
| Oct 98 – Oct 02 | EDS (New Zealand) Limited | Business Development Manager |
| 1995 – Sept 02 | IBM New Zealand Limited | Public Sector Unit Manager |
| 1994-95 | Amdahl | Auckland Manager |
| 1991-93 | Self-Employed Consultant (emigrated to NZ) |  |
| 1988-91 | Memorex Telex UK/Scandinavia | Director, Storage Systems |
| 1986-88  | Esprit Consulting | Manager, Sales & Mgmt Training |
| 1975-88 | IBM United Kingdom Limited | Various professional & management |

Currently:Working as an independent consultant to provide comprehensive business advisory services to small and medium businesses, aiming to help make the businesses the best they can be.In parallel, I have been providing independent contracted support to a number of Wellington companies. This has included general consulting and advisory work;* Identifying strategy for building government relationships
* Clarifying current government procurement practice for IT companies
* Developing business and market strategies
* Developing Business Plans
* Leading bid teams for government tenders
* Creating marketing and sales collateral
* Contract negotiation.

This has required maintaining up to date knowledge of emerging technologies, market trends and government activity. In support of this activity, I have been developing a guide (and training modules) to building market-led businesses. The practical front-end is a comprehensive business self-assessment tool that helps identify what businesses are doing well, not so well or not at all and focusses short term activity in rectifying the key gaps. My ultimate aim is to deliver an online “DIY” Consulting capability aimed at the SME market. Sept 2011 – June 2011: Fixed term project contract with NZTEContract work the NZ2011 project team, I had specific NZTE responsibility for delivery of the ICT Sector activities and events to leverage business opportunity around the 2011 World Cup. The principle activity was in working with NZICT (the technology industry body) in helping develop of the Rutherford Hi-Tech Forum series of events and developing a framework Technology Showcase.2003 – Sept 2010: New Zealand Trade and Enterprise* ICT Client Director, managing client-facing team of 10 people
* ICT Sector Manager, working with up to twenty innovative and fast-growing technology companies at any one time.
* Facilitated more than $5 million government funding where appropriate
* Linked companies to value-added networks including multinational partnering programmes.
* Created and managed the NZ Pavilion at CeBIT Hanover with about 50 NZ tech companies showcased over 5 years
* Facilitated development of Spatial Technologies Industry body

My role with NZTE allowed me to work closely with some of the most innovative technology companies in New Zealand on commercial and sales strategy; with the technology body NZICT on innovation direction and with the tech industry in general. It kept me current with technology and market trends, strategic challenges to both users and vendors and with government positioning on IT. Project Work:Chaired the ICTX joint industry / government study on Government procurement.Developed and managed the New Zealand Technology Pavilion at CeBIT Hannover, 2005-2007, advising and helping more than 30 tech companies plan and take their first steps into international markets.Directed an awareness building project for the NZ GIS Sector, retaining former Australian Minister responsible for Spatial Strategy, Gary Nairn, as project manager. Helped facilitate formation of SIBA, the spatial industry body.Created an initiative to promote the development of professional value propositions for emerging technology companies using video. Partnered with 30 visual media companies to offer standardised, high quality, low cost product.Developed discussion paper for creating and delivering a cloud computing strategy for the NZ software industry.**2002 – 2003: Business Development Advisor with Industry New Zealand.**Focus on advising SME businesses – governance, financial management, business/marketing planning, venture capitalisation, IP management etc., working with appropriate third parties. Identified and developed business case for Business Growth Funding grants for a number of companies. Successfully sourced about $500K in grants to small companies.Part of study group on defining & documenting BDA business practices for the merged New Zealand Trade & Enterprise structure.**Primary responsibility in ICT sector, including:*** On Steering Group for Wellington ICT Cluster
* Developed Discussion Document re Government Procurement of ICT (ICT Task Force)
* Worked with ITANZ on Government ICT R&D initiative
* Worked on Development of NZ ICT Directory

**1998 – 2002:  Business Development Mgr., EDS (New Zealand) Limited.** First sale within six months - new customer outsourcing c.$US8m. Territory - Government only. Average sales > $US8m per annum. Led two major contract negotiations. New name business focus in 2002 - pipeline building for allocated territory: Health Sector, ACC, Education Sector, Defence.**1995 – 98:   Public Sector Unit Mgr., IBM (New Zealand) Limited.** Grew new business revenues from c$US3m to c.$US11m (‘100% Club’). Built a sales team and developed a Public Sector Business strategy. In this role, I inherited the INCIS project two years into the contract and had the role of keeping the two organisations talking through some very difficult times. Probably the hardest role I have ever had to perform and one I am proud of.**1994 – 95:   Auckland Mgr., Amdahl (New Zealand)** * 2 staff.$US3.5m sales

**1991 – 93:   Self-Employed Consultant** (emigrated to New Zealand)**Director, Storage Systems - Memorex Telex UK/Scandinavia** (disk, tape, digital libraries) Based in Reading, UK. Divisional responsibility for P&L - Sales/Product Planning and Mgmt. Managed 32 staff, sales, pre-sales and technical support. **Grew business from c.$US4m pa to $US25m pa.****Mgr. Training Consultancy – Esprit**Sales/Mgmt. Training to IT Industry. Managed 3 sales/consultants. Sold/implemented Europe wide programme for Unisys.**IBM United Kingdom Ltd**Systems Integration Programme Mgr., Basingstoke Marketing Mgr., London - '86. Managed 5 salesmen/9m pds. sterling quotaSales, London - '84 (3x '100% Club', 2x 'Golden Circle')Marketing Staff (P.A. to UK Marketing Director), London Business Planning, UK HQ Systems Engineer, based in Edinburgh  |
| Formal Education:* **University Of Strathclyde, Glasgow, United Kingdom**

*Major:*Marketing & Business Economics, *Degree:* B.A. Hons  |
| **Continuing Education:** * IBM Technical, Sales & Management Training plus President's Class.
* Broad Sales Training courses eg Esprit methodologies, Miller Heyman etc.
* Assorted Management Courses.
* EDS Training – Strategic Value Selling, Professional Presentation Skills, Winning Proposals, Advanced Negotiations, Financial Reports Analysis, TPI Process
* Mini-MBA; Project Mgmt – Short Course; Plain English
* Accreditation in MSP (Managing Successful Programmes)

**Professional Memberships:** I am a Global Scot, one of a network of 700+ international business people with Scottish links, working with and promoting Scottish business internationally.I am also a member of Business Mentors NZ. |
| **Hobbies and Interests:** Sport (mostly watching), reading, cinema, watching daughter’s progress |