

Curriculum Vitae
Mr Shane Brann (B.Com)
Mobile: 0413 939 418
Location: Brisbane

SUMMARY

Thirty plus years' experience in establishing, growing and managing specialist sales and service based businesses. Working in the private, government, and corporate sectors gaining extensive experience in business development; integration and change management; with proven performance management skills for both staff and assets. An elite problem-solver who adapts well in the ever-changing environment.

STRATEGIC THINKING

Demonstrated through:

- Developing a business from a concept which became the market leader in calibration service throughout Australia.
- Initiating a restructure of a corporation which brought together ten acquired businesses thus significantly reducing overheads in excess of \$1 million. Additionally, aligning business units to foster cross pollination in service delivery.
- Restructuring a small family business into one of the leading sales and service organisations in the health sector supplying and servicing dental equipment throughout Australia. The strategy of setting up the business for acquisition was achieved in 2021 bringing high returns for the owners.
- Board Member of a start-up company providing strategic direction on the integration of a back-office software system into hospitality sector around the world.
- Business Mentor for Queensland Government, Mentoring for Growth program providing mentoring to business at all stages in a fast paced 45 min sessions.

MANAGEMENT

Management skills and experience are demonstrated through the diverse management roles successfully undertake. From a start-up company to multi-million-dollar corporations, working with small teams to hundreds of staff, providing technical, service and sales based deliverables. Successfully leading the management team through the COVID-19 outbreak without loss of staff and continued to support our client base through this unprecedented period.

This management experience has provided me with skills that adapt to any environments. Having a very hand on, structured approach to management ensure the issues are understood the message delivered effectively and the results required obtained.

CHANGE MANAGEMENT

Successfully managed change through:

- Creating a National Operations Group originating from diverse and independent business units located throughout Australia;
- Establishing businesses in Brisbane, Adelaide and Sydney; and
- Integrating three calibration businesses into a parent company.
- Developing and integrating a management system, OneFlowPro, into multiple businesses.

PERFORMANCE IMPROVEMENT – PEOPLE AND ASSETS

Performance improvement achieved through:

- *People by;*
 - Implementing an information system 'Service Manager' into the service group to improve efficiency and productivity in service delivery. This resulted in an opportunity to double the productivity of one service group;
 - Regularly reviewing and reporting individual and team productivity and hourly rates this increasing

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both individual and team performance;

- Implementing service performance criteria directed at turn time, return rates and product quality;
- Developing a unique sales commissions model driving the sales team to ensure clients requirements are fore filled and commissions based on real sales margins.
- *Assets (including over 2500 rental assets and 18000 customer assets) through:*
 - Reviewing the processing and maintenance costs of rental assets identifying assets where costs exceeded revenue generated;
 - Highlighting and subsequently disposing of assets with excessive failure rates;
 - Identifying and monitoring \$750k of stagnant stock in the inventory, thus motivating the sales teams to reduce holdings by 50% in two months;
 - Reducing the number of assets not available for rent due to service related activities by 50% in less than six months;
 - Producing special reports related to the performance of specific OEM products based on the reliability and quality of their products; and
 - Reviewing and revising the procurement system for rental assets, ensuring procured assets provided a significant return on investment.

PROJECT MANAGEMENT

Major projects successfully managed include:

- Queensland Health – Contracts tendered, awarded and implemented for the maintenance of sterilisation equipment throughout out Queensland.
- Implementation of a Management System, OneFlowPro, into a major dental equipment supplier in Australia and New Zealand.
- Raytheon Australia – establishing businesses supporting government contracts at RAAF Bases Amberley and Edinburgh;
- Queensland Health – equipment management contracts;
- Goodrich Control Systems – integrating an existing business into new company;
- Fluke Australia – exclusive contract supplying equipment services on OEM products;
- Transfer of MineCom manufacturing plant from Davenport to Melbourne. Project involved staff redundancies, transferring equipment, management systems and workforce management;
- Boeing Australia – providing calibration services at RAAF Base Amberley; and
- Rebuilding the procurement system for rental assets, ensuring procured assets provided a significant return on investment.
- Developing a management system, OneFlowPro, from a concept to full integration in business in Australia and New Zealand.

FINANCIAL CONTROL

Financial strengths are evident by:

- Financially delivering a service and sales business producing an EBIT > 20% of revenue;
- Managing all financial aspects of business from purchasing, supplier invoice processing, supplier payments and accounts receivable;
- Reporting budget against actuals monthly;
- Reviewing and analysing weekly business unit finance reports; and
- Analysing financial data presented by start up companies for Brisbane Angels investment group.

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COMMUNICATION

Superior communication skills are evident through:

- Presenting at conferences (Metrology Society of Australia, Society of Medical and Biomedical Engineers);
- Preparing and presenting reports to Boards and Senior Management teams;
- Successful integrating business units through clear written and verbal communication at all levels;
- Formal staff training;
- Staff presentations; and
- Successfully negotiating contracts and service agreements.

WORKFORCE MANAGEMENT

Actively participating in workforce management through:

- Recruitment including interviewing, negotiation and contract preparation;
- Career planning;
- Performance management (based on the Naked Leadership Model); and
- Talent management established via the implementation of the Training Matrix identifying opportunities to improve skill base.
- Staff managed included line managers, engineers, technicians, logistics and administration.

BUSINESS DEVELOPMENT

Successful business development evident by:

- Developing a business from a concept to a multimillion dollar SME;
- Gaining 1st place in 2000 for Foreign Sales (outside USA) of Chadwick-Helmuth products and being placed in the top three until my resignation;
- Attaining revenue growth of >50% per year from conception until merger (seven year period);
- Identifying new opportunities and forging the company expansion throughout Australia (five offices);
- Negotiating, being awarded and implementing major contracts with the following organisations Raytheon Australia, Queensland Health, Goodrich Control Systems, Fluke Australia, Boeing Australia, Tektronix, and Metropolitan Ambulance Service; and
- Marketing activities initiated included:
 - Successfully developing and implementing Marketing Plans for SME in the healthcare, engineering, aviation spaces.
 - Planning and exhibiting at multiple trade shows including Dental Exhibitions, Avalon Air Show (partner Fluke Australia), Electrical Contractors Association Queensland trade show; and
 - Designing and developing of company promotional material.

CUSTOMER RELATIONSHIP

Customer satisfaction targets were met or exceeded by implementing customer service initiatives such as:

- Initiating key customer staff visits, which entailed technical and administration support staff visiting customers on-site to obtain a better understanding of the value of speed and quality in service delivery;
- Introducing a service recall program ensuring every customer was contacted at least once a year; and
- Reviewing KPIs as part of a weekly staff meeting highlighting the business unit performance in service delivery.

Customer relationship skills were acknowledged by receiving the Service Excellence Award from Raytheon Australia.

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QUALITY MANAGEMENT SYSTEM

Knowledge and commitment demonstrated by:

- Being awarded the A.O.Q 'Commitment to Total Quality Management' award for being the first sole trader to design, build and gain 3rd Party accreditation for to AS3901;
- Developing and obtaining 3rd party accreditation for multiple AS/ISO 9001:2000 Quality Systems;
- Developing and obtaining accreditation as a NATA laboratory in the fields of Electrical, Metrology and Heat and Temperature;
- Obtaining NATA Signatory Status in both Electrical and Metrology testing;
- Establishing the only NATA Accredited Mobile Calibration Laboratory in both the fields of Electrical and Mechanical calibration in Australia; and
- Ensuring compliance through regular planned auditing, both as a supervisor and through direct participation.

INVENTORY MANAGEMENT

Successfully managed inventory of over 6000 line items by:

- Implementing systems to control stock from conception up to seven years post distribution.
- Regularly undertaking spot checks and stocktakes.
- Developing inventory control systems that successfully managed inventory from identifying a need to acquisition and monitoring whole of life control.

EMPLOYMENT HISTORY

Managing Director– Strive 4 Success Pty Ltd (Strive 4 Success Consulting) Jan 23 – Present

Strive for Success Consulting is a business management consulting service working with business at all stages of development. The position entails working in partnership with our clients providing a mentoring, coaching, and consulting services to ensure clients objectives are clearly identified and plans created to ensure the objectives are met.

Managing Director– MEA Dental Pty Ltd (Dental Depot) Apr 08 – Jul 22

Dental Depot, a \$7 million private company operating in the healthcare sector, providing sales and service options to clients throughout Australia. The position entailed managing the team to ensure client expectations and commercial goals were achieved. Supplying and servicing all forms of dental equipment including Adec dental chairs, Cattani plant equipment, W&H range of equipment and many more catering for government, private and corporate customers.

General Manager – Hire Intelligence Sep 07 – Mar 08

Hire Intelligence, a public private company, providing rental for computer and audio-visual equipment to their customer base throughout Australia and England. This newly formed position, based in Brisbane, required the management of a rental fleet and the delivery of services in the fields of information technology and audio-visual equipment.

General Manager - Operations TR Corporation Nov 06 – Apr 07

TR Corporation, an \$80 million private company, providing rental, sales and service options to their customer base throughout Australia, New Zealand and Malaysia. This newly formed position, based in Melbourne, required the management of a variety of operations groups delivering customer solutions in the fields of communications, electronics and engineering.

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Technical Director - TR Corporation (Acquired VMS International)

Apr 06 – Nov 06

The position, based in Melbourne, required the management of a variety of service, rental and procurement teams in the field of Test and Measuring Equipment.

Managing Director - VMS International Pty Ltd

July 98 – Apr 06

VMS, a \$7 million private company, providing sales and service options to their client base throughout Australia and New Zealand. The position entailed managing the largest commercial calibration service provider in Australia. NATA and ISO 9000 accredited the facility catering for government, defence and commercial customers. VMS International Pty Ltd was formed by a partnership between VMS Industries Pty Ltd and MCS (Qld) Pty Ltd.

Managing Director - M.C.S. (Qld) Pty Ltd

Jan 90 – Jun 98

MCS, a \$1.5 million private start up company, providing repair, calibration and sales of Test and Measuring Equipment. The position entailed the management, development and expansion of a 'one man' operation to a NATA and ISO 9000 accredited business servicing government, defence and commercial clients.

Department of Defence (Army)

Feb 80 – Feb 90

Completed a variety of courses involving leadership, staff management and the servicing and calibration of Test and Measuring Equipment.

Resigned achieving the rank of Sergeant.

QUALIFICATIONS

- Bachelor of Commerce (Marketing and Information Systems), Griffith University, Sep 1992
- Company Directors Course, AICD, Completed Oct 07.
- NATA Signatory in the fields of Electrical and Metrology, 1993 - 2007.
- Tradesman's Certificate (Radio) B001523, Mar 1990
- Calibration Systems Course, QACS, Jan 1992
- A variety of Electronics and Management courses, 1980 -1990

AWARDS AND APPOINTMENTS

- A.O.Q Award for Commitment to Total Quality Management, November 1993.
- State Coordinator Metrology Society, Queensland 1997 – 2000
- Member Australian Institute of Company Directors Membership No: 0039864.

REFEREES

Available on request.