



Thomas Green

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**Digital Marketing Strategist ▪ Growth Consultant
Entrepreneur ▪ Director of Business Development
Original Concepts ▪ Breakthrough Solutions**

Relationship Builder ▪ Influencer ▪ Overcome Obstacles

Selected Highlights

- Developed the concept for a fully integrated, real-time customer reward program, secured investors and raised £350m from venture capital funds.
- Was instrumental in the successful launch of the Sega game console in the UK by demonstrating its potential at a company presentation.
- Pioneered Customer Experience Training for the award winning Greens Toymaster that led to substantial growth during a recession.
- Created and delivered a seminar for 600 people on New Quantum Thinking in London.
- Directed the AV / ITC for a hyper-speed learning seminar for 8,000 people over 65 hours (4 days) which stimulated rapid behaviour change and mass learning at a hyper speed.
- Opened up a new market/service for DataActive through an opportunity with Ford to enable dealer service departments to create their own press advertisements that conformed with Ford's criteria and prepared them in press-ready PDF.
- Helped DataActive create a new market by leveraging its technology platform to reduce the time and human resources required to create transport timetables.
- Devised a new route to market for more than 50 SAP partner software solutions, including automatic invoice approval, RFID tagging, data warehousing, and inventory control.
- Spoke at PauseFest 2016 on Conscious User Experience Design.

Demonstrated Key Abilities

Customer Experience Design Principles & Innovative Solutions

- Building customer profiles and customer journeys during client on-boarding to facilitate personalised conversations and tailored offers and enable clients to enhance their engagement with their customers and optimise their service offering.
- Contributing to the client process and methodology for developing websites and marketing collateral.
- Increasing sales by using data to identify customer segments with the highest value and strategic capital, points of friction, measurements, how to interpret data and assess priorities.
- Liaising with agency teams, creative, UX, strategy, web team and project management to ensure delivery against KPIs.
- Guest speaker and presenter at major events to educate the market in Best Practice Class Digital Methodologies.

Marketing Strategy & Lead Generation

- 25+ years' track record of accomplishment in Account Management and Business Development, B2C/B2B Marketing, Branding, Advertising, Media, Exhibitions and Seminars.
- Formulating Digital Marketing Strategies to which has driven business growth ANL, Youi, Teds Cameras, HomyPed and others.

Career Snapshot

Digital Marketing Strategist

GMG Digital

since February 2014

Consultant

Strategic Business Growth

August 2011 – May 2014

Accelerated Learning Consultant

Dowhateverittakes

October 2006 – August 2011

Business Development Consultant

Complete Genius

February – September 2006

Director of New Business Development DataActive

May 2005 – March 2006

New Account Development Manager Singularity

November 2004 – May 2005

Business Inception Consultant

Business United

August – October 2004

Primary Engagement Consultant

SAP Direct

February – July 2004

Director of Business Development

Prima IT

March 2002 – February 2004

Business Development Manager

Icon IT

July 2001 – January 2002

Digital Media Account Manager

Total Media Fusion

March 2001 – January 2002

Marketing Director & Owner

Greens Superstores (Toymaster)

February 1997 – March 2000

Manager

Greens Superstores

August 1995 – January 1997

- Evolving digital roadmaps using feedback from data and recommending new channels and customer segments, and implementing new technologies.
- Planning and executing strategies for public websites, SEO/SEM, marketing databases, email, social media, mobile, microsites, program websites, and landing pages.
- Developing social media strategies to enable companies to engage across social media platforms.
- Creating leads through mail out and digital campaigns and networking.
- Implementing marketing automation to develop healthy sales pipelines from MQL to SQL.

Management, Leadership & Technical

- Measuring and reporting marketing campaign performance to inform the development of digital strategies.
- Implementing change initiatives that elevate the ability of a business to perform and deliver.
- Coaching and guiding people through business and personal transformational change.
- SRI Master Neurostratologist and Futurist who understands the future of technology.

Experience & Achievements

SENIOR DIGITAL STRATEGIST

GMG Digital

since February 2014

Award Winning Full Service Digital Agency

With a \$2.2m a year target of revenue from new business:

- Generated new leads by creating and executing marketing campaigns, cold calling, and speaking at events that generated \$2.4m in revenue during the following 12 months.
- Devised the client digital business strategy to enable the business to acquire new larger enterprise clients.
- Created new strategic partnerships and relationships with industry bodies and associations to embed the perception that the firm was a larger agency. This enabled the firm to credibly bid for multi-million dollar accounts.
- Created new profitable products and services which have delivered new revenue streams.

FOUNDER & OWNER

Business Shaman Within

since 2002

- Created a new training program for HR Managers in UK financial institutions and local government authorities, based on communication and behaviour to help motivate and inspire teams.
- Designed Subtle Energy Management Practices to enhance personal performance by more effectively managing their personal energy.
- Created a programming language for a Human Biological Quantum Computer to more effectively apply language to optimise thinking, retain a high level of awareness and reduce emotional issues.

BUSINESS STRATEGY & PERFORMANCE MANAGER

Issey Sun Shade Solutions

contract: January – October 2013

Producer of the highest quality bespoke blinds and awnings.

- Optimised service delivery through business process mapping and optimisation to streamline the processes involved in product ordering, production, delivery and installation.

Areas of Expertise

Best practice user experience design

Marketing & lead generation

Negotiation & conflict resolution

Digital marketing & strategy execution

People management

Organisational development

Sales growth & business development

Company advocacy

Business process management

Client & stakeholder relationship management

Quality assurance

Staff recruitment, development & coaching

- Deployed a new sales and marketing strategy that enabled the business to grow and secure major projects.
- Devised the company's social media and website communication strategy to elevate the company's national profile.
- Facilitated the development of an inclusive culture underpinned by employee loyalty and commitment.

CONSULTANT

Strategic Business Growth

August 2011 – February 2014

A sales and marketing advisory business that helped businesses evolve and grow.

- Optimised service delivery to enable clients to grow their businesses.
- Conducted business health checks for clients to enable them to understand how and where they needed to change to achieve their growth ambitions.
- Helped companies formulate their strategic direction to achieve profitable growth through new markets, products, processes and practices.
- Optimised the effectiveness of client websites, public relations activities and media communications to elevate their profiles and market presence.
- Assisted clients more effectively engage their customers to engender loyalty, increase sales and transactions volumes.
- Developed strategies and oversaw the deployment of systems and processes to support best possible service delivery.

ACCELERATED LEARNING CONSULTANT

Dowhateverittakes

October 2006 – August 2011

Consulting business that created and delivered learning programs and seminars.

- Created and updated training manuals for coaching, wealth mindset, and wellness programs.
- Designed, planned and delivered events ranging from training days for 20 participants through to hyper learning events attended by 12,000 people to elevate self-awareness, creative thinking and problems solving skills.
- Advised clients on the content, structure and delivery of training programs.

BUSINESS DEVELOPMENT CONSULTANT

CG (Complete Genius) Financial Technology

February – September 2006

Developed customised financial solutions for the banking and insurance sectors.

- Productised analysis modelling programs and managed marketing material creative and production, including industry workshops to enable clients to package their expertise into solutions that could be marketed and sold.
- Created sales opportunities by conducting seminars.
- Research and developed a product opportunity that led to a new stream of business for a joint technology venture to Insurance Underwriters.

DIRECTOR OF NEW BUSINESS DEVELOPMENT

DataActive

May 2005 – March 2006

The company developed technology to automate the creation of print-ready PDFs without manual type setting.

- Increased the market penetration of the firm's automated rendering engine into the financial markets sector through a rigorous program of cold calling, workshops and relationship building.
- Leverage the firm's technology to enable the service departments of Ford dealership to create their own press advertising without the lengthy process previously required.
- Enabled the firm to penetrate the local government sector by leveraging the technology to reduce the time required to create transport timetables.

Education & Professional Development

Certificate IV in Training & Assessment (SELMA)

Miller Heiman Professional Sales Courses: Large Account Management Planning, Conceptual & Strategic Selling

Ascential Enterprise Data Integration Residential Course

Sales Training Program & Customer Service Courses

Tony Robbins NLP Mastery University (Life/Wealth/Destiny) & NLP Platinum Partnership

Life Tigers NLP Workshop, Manifestation Workshop, Quantum Mechanics Workshop

Art of Diplomacy (Negotiation course – 3 day intensive)

Play to Win (Negotiation course – 3 day intensive)

Millionaire Mind Intensive (Financial Mindset - 3 day)

Quantum Speaker at YES Group

Technology Speaker at PauseFest

Certifications

SRI Master Stratologist

Sony B2B Marketing Certification

IBM Sales Certification

HP/Compaq Certified Sales Professional

Fujitsu/Siemens Sales Accreditation

Kofax BPM Sales Professional

IBM/ASCL Highest Awarded Sales Professional

- Expanded the scope of the solution and engaged other lucrative markets, including government organisations, advertising agencies, CMS and DMS suppliers.
- Created a new corporate brand and strategy to elevate the firm's position within its market segments, improve the effectiveness of its marketing and enhance trust.

ACCOUNT DEVELOPMENT MANAGER

Singularity

November 2004 – May 2005

Engaged in IBM Web Sphere Enterprise Data Integration - Singularity Process Platform (BPM), Singularity / IBM Financial Services Suite (Messaging + Matching)

- Secured an opportunity valued at tens of millions of dollars with a top 10 worldwide investment bank for enterprise data integration.
- Created a multi-million dollar opportunity with a building society that had become a bank a Golden Copy of data across integrated, multiple separate silos of data.
- Identified a multi-million dollar opportunity with the Global Data Centre Director of a major healthcare enterprise to consolidate >50 ERP systems.
- Developed eight opportunities for the firm's trade management software and solutions to improve the cost income ratio within the world's top financial institutions. This ultimately made a substantial contribution to the sale of the business to IBM for \$1 billion.

PRIMARY ENGAGEMENT MANAGER

SAP Director

February – July 2004

Built a \$2.5m SAP packaged services sales and upsell pipeline.

BUSINESS DEVELOPMENT MANAGER

Prima IT Solutions

March 2002 – February 2004

Consistently achieved and exceeded monthly gross profit targets of \$20k