

# Pete Jeans

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## CAREER PROFILE

- *An accomplished leader who engenders trust and confidence*
- *Highly developed strategic and operational leadership skills*
- *Delivery of hard and soft metrics*

*His commercial, governance and risk management abilities have been honed across more than 30 industry sectors. Innovative in problem-solving and with a demonstrated capacity to envision the future, he is a proven leader who inspires optimal performance and client centrality. Strongly networked, his sophisticated stakeholder engagement capabilities are underpinned by a compelling inclusive and leaderful communication style; nuanced influencing skills and high emotional intelligence.*

## CORE COMPETENCIES

**Team Leadership** - Pete Jeans has 15 years line and functional general management experience in b2b and b2b2c leadership and consultancy roles with major multi-nationals. His strengths include team creation, coaching and mentoring, delegation, monitoring and leaderful support. Core competencies lie in team capability assessment, team visioning, values and mission development, team re-alignment and team incentive programming. He has a Leadership accreditation from QUT.

**Coaching & Mentoring** - His strengths centre around creating "One Team"; and building team inter-dependencies. Core competencies lie in training gap analyses; targeting deliverables, performance improvement programming, team dynamics improvement. He has coaching accreditations from QUT and Udemy.

**Change & Project Management** - Pete's strengths lie in re-aligning resources, engaging stakeholders effectively and driving results. Core competencies are underpinned by best-practice change management processes and artifacts. Success has been delivered through his skills around brief development, project scoping, stakeholder analysis, critical path timetabling and change team creation. He has change management accreditations from OneSteel (Prosci-based).

**Communications** - An expert in communications (BA Com CSU MCAE), Pete utilises stakeholder and issue analysis to identify priority challenges. His competencies include issue management, internal and external communications through digital channels, risk and media management, quantitative and qualitative research methodologies and assessment.

**Marketing & Sales Planning** - Pete Jeans is acknowledged as a leading advocate in this space. With a Masters in Commerce (UNSW), his strengths are strategy and tactical execution. He is an expert in sustainable value proposition development. Core competencies include segmentation analysis, metrics initiation and reporting, variance control and profitable share growth.

# CAREER HISTORY

## GM & Team Leader Australia

Sept 2021 - current day

### Negocio

*Negocio is a specialist identifier of targets for acquisition in Australia. Its team is highly experienced in successful acquisition and re-structuring of organisations that are failing to achieve their potential.*

- Business founder and Team Creator
- Industry target research lead
- Proposition Pitch Leader to Influence investment committee decision-making

### ACHIEVEMENTS: TARGET SELECTION & VALIDATION PROVED TO BE WORLD-CLASS

- **Developed best-practice processes** to identify short-list candidates in preferred sectors for potential acquisition
- **Onboarded world-class Australian corporate leaders** to share the Negocio vision and join the M&A Team
- **Successful discovery programmes** to validate corporate claims around performance and determine business case outcomes
- **Identified preferred funds providers** to provide M&A partnerships for transaction processes

## General Manager

Jan 2002 - current day

### SMO IDEAgenda ( change & strategic project growth practice )

*SMO and IDEAgenda are growth and change practices well recognised by the corporate world in Australia for better ideas to generate more profit. The practices are active in the private and public sectors.*

- Commercial leadership/key customer relationship management/ project management
- Providing business growth and change process and implementation to divisions of multi- nationals to improve market positions profitably in preferred markets.
- Specialisation in b2b and b2b2c markets primarily in go-to-market strategy and implementation.

### ACHIEVEMENTS : PROFITABLE GROWTH EXCEEDING STAKEHOLDERS' EXPECTATIONS

- **More than \$100M of top and bottom-line growth** and profitable market share increases
- **Embedded best-practice world-class strategic planning processes** resulting in clarity across current and new opportunities for growth
- **Project deliverables delivered change outcomes** which re-positioned the organisations for improved market and stakeholder engagement satisfaction and buyer loyalty

### **Consultancy project example: Boral Timber (\$400M)**

- Provided best-practice process in strategy, planning, demand analyses, profitability improvement processes and senior management mentoring in the timber business. Built effective and wide relationships with management to expedite market penetration activities. **Market share risks reduced significantly.** Margins raised and sustained through best-practice margin management change processes.

### **Consultancy project example: Bullivants/Motions Industries (Wesfarmers) (\$65 M)**

- Led two significant multi-million dollar projects in project leadership in inventory reduction and lifting products. Responsible for best-practice planning, strategy, implementation programmes and metrics to reduce obsolescent stock and develop effective approaches to customer segments for new market offers.
- Created and led nationwide teams to collaboratively understand and execute pathways and processes to generate new revenue streams and expand customer bases.
- Significant opportunities around efficiencies identified. Products ranges streamlined. Pricing positioning agreed. Major accounts targeted. Recommendations for marketing and sales programmes endorsed. Testimonials available. Engaged management teams quickly and build confidence in process and participation
- Motion Industries benefitted from a clear picture of inventory risks and successful implementation of sales incentive programmes to drive stock clearances through existing channels.
- Bullivants benefitted from a strategic review of opportunities around their market offer and initiatives to build capability to exploit growth gains throughout Australia

### **Marketing Manager & Site Leader, Seafood Supply Chain Project Leader Oct 2011 - Oct 2014 Sydney FishMarket ( Australia's largest seafood wholesaler )**

#### **Sydney Fish Market Marketing Manager July 2011 to October 2012.**

- Professional marketing momentum to deliver strategic and operational growth plans
- Issues management and public relations management, reporting and advisory
- Brand development ( for consumer and trade segments )
- Team development ( team span of 15 + staff )
- Site operations oversight ( 2.2 M visitors per annum )

## ACHIEVEMENTS : GROWTH IN VISITATION, SHARE AND STAKEHOLDER SATISFACTION

- Consumer segmentation research means SFM now understands consumer segmentation mix, visitation barriers and brand essence
- Festival of Seafood media campaign - new advertising campaign to link consumers to brand benefits to SFM site
- Retail Team established to create a site marketing device for SFM and retail tenants to deliver co-ordinated site promotion
- Website database systems and promotion initiated to build an email messaging asset
- Ambassador programme - SFM now has an innovative customer service capability to drive visitor experience satisfaction
- Delivered significant trade events - Eden & Newcastle Get Fresh with Fish/Easter and Christmas extended trading
- Social media and Facebook growth means 4000 more “friends” to promote SFM site events
- Professor Hilborn visit delivered to negate NGO sustainability propaganda - stakeholders and senior management acknowledged the event as highly successful

### **Sydney Fish Market Supply Chain Leader Oct '12 to Oct '14.**

Developed and led a complex strategic supply chain project to understand improved sourcing of seafood from all Australian states and NZ.

## ACHIEVEMENTS : SIGNIFICANT NEW SEAFOOD VOLUMES SECURED

- ***Domestic and international partners and stakeholders onboard to identify new species volume for Australian seafood wholesaling***
- ***Organisational re-structuring recommendations adopted to improve customer relationships and leverage increased share of catch for SFM***
- ***Data capture and archiving protocols and market analyses new standards set to track future analytics around SFM performance***
- ***Significant volumes and revenue values of seafood secured for SFM***

### **General Manager Sales & Marketing**

Feb 2001 - May 2002

### **Landcom ( residential & commercial land developer owned by the NSW Government )**

#### **Strategic & operational retail market leadership for growth**

## ACHIEVEMENTS : SALES GROWTH REALISATION THROUGH BRAND RE-POSITIONING AND SALESFORCE CALIBRE GAINS

- Improved the retail division's sales rates by almost 50% in 12 months

- Repositioned the corporation through pioneer qualitative and quantitative research across market and stakeholder segments to identify key differentiation for market offers
- Re-badged the organisations' logos and imagery to achieve perceptions of currency and replaced market signage across thousands of sites
- Implemented extensive consumer research to identify future buyer segment demand flows by region to drive investment and product development

## QUALIFICATIONS

- Certification in Prince 2 via Udemy 2022
- Certification in Agile Project Management via Udemy 2021
- Accredited in change management by Arrium (OneSteel) 2008 ( best-of-breed change systems )
- Certification from QUT in Leadership Coaching through Turbulent Times 2018
- Certification in Coaching - The 7 Skills Udemy 2021
- Certification in Social Media Analytics from QUT 2017
- Masters in Commerce UNSW
- BA Communication MCAE (CSU)

## REFEREES

Grahame Turk AM former Chairman of Sydney FishMarket  
*Chairman of Negocio*

Nick Chandler, Managing Partner  
*Chandler Executive*

Jon Bird, Executive Director  
*VMLY&R Global*

## COMMUNITY AND PROFESSIONAL CONTRIBUTIONS

- Former Member of the Australian Institute of Company Directors.
- Former member of the NSW Council of the Australian Marketing Institute. (two terms)
- Former member of the National Committee of the "NSW Housing Industry Association – National Kitchen & Bathroom Association."
- Former member of the Sydney Fish Market Seafood Sourcing Board Sub-committee
- Former member of the Camden Show Society Committee
- Supporter of the 2014 and 2015 Vinnies CEO Sleepout event to raise funds for homeless people

