

Pete Jeans

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C-Suite Executive | Strategic Growth | Change & Transformation | Governance & Leadership

EXECUTIVE PROFILE

Strategic and commercially astute C-suite leader with more than 20 years of experience driving business transformation, profitability and stakeholder value across 30+ industry sectors. Recognised for delivering growth above expectations through disciplined execution, operational governance, and team empowerment. Builds trust, energises teams, and embeds client-centric cultures that deliver measurable ROI and sustainable results.

Key Strengths:

- Strategic and operational leadership
- Governance & risk management
- P&L accountability
- Change & transformation leadership
- Stakeholder engagement
- M&A and due diligence
- Communications & brand strategy
- Business growth & market repositioning

CORE COMPETENCIES

Strategic Leadership | Operational Governance | Change Management | M&A Execution | P&L Accountability | Stakeholder Engagement | Transformation Strategy | Marketing & Growth | Risk Management | Team Development | Executive Coaching | Corporate Communications

PROFESSIONAL EXPERIENCE

• Chief Operating Officer – Australia | Negocio 2021 – April 2025

Negocio identifies and restructures underperforming Australian organisations through targeted M&A and strategic repositioning.

- Founded the Australian business and built a high-performing, multidisciplinary executive team.
- Led target identification, validation, and proposition development for acquisition pipelines.
- Developed and implemented best-practice due-diligence frameworks and investment-committee protocols.
- Onboarded world-class Australian corporate leaders to strengthen M&A capability and brand reputation.
- Secured partnerships with preferred funds providers to support transaction processes.

Result: Target selection and validation processes rated world-class, underpinning successful acquisition outcomes.

• General Manager | SMO & IDEAgenda (Strategic Growth & Change Practice) 2002 – 2024

Led strategy and change programs across corporate, industrial, and government sectors.

- Delivered more than \$100 million in top- and bottom-line growth for client organisations.
- Embedded strategic planning frameworks that improved market clarity and stakeholder alignment.
- Directed multiple large-scale change projects improving market share and customer loyalty.
- Provided executive mentoring, governance reform, and leadership alignment initiatives.

Select Projects:

- Boral Timber (\$400 M): Improved profitability and market share through strategic planning, demand analysis, and mentoring; implemented margin management systems that lifted ROI.
- Motion Industries (Wesfarmers \$65 M): Reduced inventory obsolescence, redefined product mix, and launched national sales-incentive programs boosting revenue and efficiency.

- **Marketing Manager & Supply Chain Leader | Sydney Fish Market 2011 – 2014**

Australia's largest seafood wholesaler and visitor site.

- Delivered marketing and communication strategies driving record site visitation and stakeholder satisfaction.
- Created and led retail marketing programs integrating SFM tenants into unified promotions.
- Established data-driven segmentation and brand repositioning initiatives improving customer experience.
- Directed national supply-chain project sourcing seafood across Australia & NZ, securing major new volumes and partnerships.

Results: Increased brand reach, visitation growth, and significant uplift in trade and consumer engagement.

- **General Manager Sales & Marketing | Landcom (NSW Government) 2001 – 2002**

Led the retail and commercial property division, driving sales growth and brand transformation.

- Achieved ~50% sales increase in 12 months through strategic repositioning and rebranding.
- Implemented nationwide consumer research guiding investment and product development.
- Modernised corporate identity and signage across thousands of development sites.

EDUCATION & ACCREDITATIONS

Master of Commerce – UNSW

Bachelor of Arts (Communication) – Charles Sturt University (MCAE)

Certifications: Leadership Coaching (QUT, 2018) | Change Management (Arrium OneSteel, 2008) | Prince2 (Udemy, 2022) | Agile Project Management (Udemy, 2021) | Social Media Analytics (QUT, 2017)

BOARDS & AFFILIATIONS

Former Member – Australian Institute of Company Directors

Former Council Member – Australian Marketing Institute (NSW)

Former Member – HIA / NKBA National Committee

Supporter – Vinnies CEO Sleepout

REFERENCES

Available upon request (Key professional referees include senior executives from Chandler Executive, and VMLY&R Global.)

