PETE JEANS

| 0490 324 006 | petejeans@ideagenda.com.au | linkedin.com/in/petejeans

CHAIRMAN| GENERAL MANAGER | STRATEGY, TRANSFORMATION | M&A |

SUMMARY

Senior executive and General Manager with 20+ years of leadership experience across strategy, operations, business transformation, M&A, commercial growth, governance and organisational change. Experience spanning corporate, industrial, government and professional services environments across 30+ industry sectors.

Delivered more than $100 million in combined top-line and bottom-line growth for client organisations through strategic planning, operational improvement, market repositioning, margin management, customer portfolio strategy and organisational transformation.

Experienced in identifying and developing acquisition opportunities, M&A target assessment, due diligence, investment governance, strategic repositioning, interim executive leadership and stakeholder management. Strong background working with boards, senior executives, government organisations, corporate stakeholders and multidisciplinary teams.

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.

COMPETENCIES

- Acquisition Target Identification
- Brand Strategy (Brand promise delivery)
- Business Development (strategic sales segment growth)
- Business Transformation (from dog to star)
- Business Turnaround (from loser to profit)
- Change Management (from inefficiency to best-of-breed process)
- Chief Operating Officer Leadership (executive team leadership)
- Customer Portfolio Experience (from evolved segment mix to strategic value)
- Discovery Due Diligence
- General Management (strategic business unit leadership)
- Investment Committee Governance (review of investment proposals)
- M&A Strategy and Execution (profitable aggregation of merger partners)
- Margin Management (exploitation of pricing opportunities by market segment)
- Market Repositioning (market segment portfolio mix restructuring)
- Marketing and Communications Leadership (digital agility and tech excellence)
- Operational Governance (opportunity and risk management)
- Organisational Development (talent and capability acquisition)

- Stakeholder Engagement (key influencer onsiding)
- Supply Chain Management (strategic partnering and cost control)
- Team Coaching

PROFESSIONAL EXPERIENCE

CHAIRMAN – AUSTRALIA Negocio | 2021 – April 2025

Australian business focused on identifying, restructuring and repositioning underperforming organisations through strategic M&A and business model improvement.

Founded and established the Australian operation, developing the business model, value proposition and executive capability.

- Built and led a multidisciplinary executive team covering strategy, commercial development, M&A and organisational capability.
- Developed acquisition pipelines through target identification, preliminary assessment, validation and proposition development.
- Designed and implemented M&A due diligence frameworks supporting structured target assessment and investment decision-making.
- Developed investment committee processes and governance protocols for acquisition evaluation.
- Established relationships with senior Australian corporate executives to strengthen M&A capability, transaction expertise and market credibility.
- Developed relationships with preferred funding providers to support acquisition and transaction processes.
- Led strategic assessment of acquisition opportunities, including commercial proposition, organisational capability and potential value creation.

GENERAL MANAGER / MANAGEMENT CONSULTANT

SMO & IDEAgenda | 2002 – 2024

Strategy, growth and organisational change practice providing advisory and executive services to corporate, industrial and government organisations.

Delivered more than $100 million in top-line and bottom-line growth across client organisations.

- Led strategic planning, business transformation and change programs across 30+ industry sectors.
- Advised senior executives on business strategy, market positioning, organisational effectiveness and commercial performance.
- Developed strategic planning frameworks improving market clarity, organisational alignment and stakeholder engagement.
- Led major change programs involving business model development, market repositioning, customer strategy and operational improvement.

- Provided executive mentoring, leadership development and governance advisory services.
- Worked with senior management teams to align strategy, people, operations and commercial objectives.

SELECTED CONSULTING ENGAGEMENTS

Boral Timber – $400M Business

- Led strategic planning, demand analysis and executive mentoring initiatives focused on profitability and market share.
- Developed margin management processes designed to improve commercial performance and return on investment.
- Supported management in identifying opportunities to improve market performance and operational effectiveness.

Motion Industries – Wesfarmers | $65M Business

- Led commercial improvement initiatives addressing inventory obsolescence and product mix.
- Developed and implemented product and market strategies to improve revenue and inventory efficiency.
- Designed and launched national sales incentive programs supporting revenue growth and sales performance.

MARKETING MANAGER & SUPPLY CHAIN LEADER

Sydney Fish Market | 2011 – 2014

Developed and implemented marketing and communications strategies across Australia's major seafood wholesale and visitor destination.

- Created integrated retail marketing programs involving Sydney Fish Market tenants and stakeholders.
- Developed customer segmentation and brand repositioning initiatives to improve customer experience and market engagement.
- Led a national seafood supply chain project sourcing product across Australia and New Zealand.
- Developed new supplier relationships and secured additional seafood volumes.
- Coordinated commercial, operational and stakeholder requirements across the supply chain initiative.

GENERAL MANAGER

Landcom | NSW Government | 2001 – 2002

Led marketing & sales for the retail and commercial property division of the NSW Government property development organisation.

- Increased sales by approximately 40% within 12 months through strategic repositioning, marketing and rebranding.
- Commissioned and implemented national consumer research to inform investment, product development and market strategy.
- Led corporate identity, signage and re-branding implementation across thousands of development sites.
- Managed sales, marketing, customer and stakeholder priorities within a government environment.

EDUCATION

- Master of Commerce University of New South Wales
- Bachelor of Arts – Communication Charles Sturt University (MCAE)

PROFESSIONAL CERTIFICATIONS & DEVELOPMENT

- Leadership Coaching – Queensland University of Technology, 2018
- Change Management – Arrium / OneSteel, 2008
- PRINCE2 Project Management – 2022
- Agile Project Management – 2021
- Social Media Analytics – Queensland University of Technology, 2017

PROFESSIONAL AFFILIATIONS

- Australian Institute of Company Directors – Former Member
- Australian Marketing Institute – Former NSW Council Member
- HIA / NKBA – Former National Committee Member
- Vinnies CEO Sleepout – Supporter