Brent Williams

Transformational innovator & implementer

Education

2007	**PGDipMkt Macq.**, *MGSM*, North Ryde, NSW, .
2008	**MBA Macq.**, *MGSM*, North Ryde, NSW, .

Summary

A business focused technologist with fifteen years unique and hands-on experience leading technological change and business development within the media industry: starting in print but moving to digital as early as 1993. A transformational leader with both the skills and experience to get the most out of production teams and align them with the needs of customers and markets. A broad business background including senior positions in: I.T. management, Marketing, Business Development, Consulting and Operations management.

Employment History

2007–2009	**Director/Solutions Architect**, *Banjim [Ideagarden Consulting]* , Sydney.
2002-2007	**Executive Director, Operations**, *ACMP*, Sydney.
1999-2002	**BDM/Vice-president Sales**, *Global Turnkey Systems*, Parsippany, NJ.
1994–1999	**Director of Technology**, *Reed-Elsevier [Butterworth-Heinemann]*, Oxford & Boston.
1990–1994	**I.T. Manager**, *Reed-Elsevier [Reed International Books]*, London UK.
1987–1990	**System Administrator (Contract)**, *Various organisations*, Australia & UK.
1984–1987	**Assistant DP Manager**, *Electrolux*, NZ.

Board Positions

2006-2009	**Company Director**, *LCALG*, Lane Cove.
2002-2008	**Company Director/Treasurer**, *ACMP*, Melbourne.
1996-1999	**President**, *Global Publishers User Group*, Parsippany, NJ.

Career Summary

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With a strong background in technology, marketing, and production I have spent the last eight years grooming my career to include skills in the areas of board level strategy development and to gain a deep understanding of the sales and marketing function within the realm of digital technology. I have finally capped this off by completing a full time MBA. My career path is aligned with the needs of the marketing organisation that seeks to perform a transformational role within client accounts, providing them with superior competitive advantage while reducing their cost & time to market while increasing profitability and market-share.

Areas of expertise

- **Leader**: Providing technical and non-technical leadership in dynamic and creative environments
- **Communicator**: Influencing, negotiating and managing relationships with senior executives, vendors key accounts and prospect customers
- **Business developer**: Breaking into and developing new markets
- **Customer facing**: Actively develop internal capabilities that are completely aligned with the needs of customers
- **Implementer**: Overseeing all facets in the production of digital solutions for customers
- **Team-player**: Forging and motivating high performance teams that consistently outperform against challenging objectives
- **Manager**: Accountable for large budgets, HR management and the development of policy and process documentation
- **Change-agent**: Leading the transformation of the traditional business-model to meet changing customer needs and emerging technologies
- **Innovative**: Preformed R&D, responsible for product innovation particularly in development of sophisticated new-media driven internet applications
- **Solutions Architect**: Develop sophisticated technology solutions and internal capabilities that are completely aligned with the needs of client organisations
- **Operations**: Demonstrated ability to reduce cost and time to market

Competencies

Business Development and Consultancy:

- Responsible for organisational P&L and driving business growth by negotiating contracts and closing complex sales
- Extensive client-side presales consultancy of 'enterprise-level' strategy and in post-sale consulting: overseeing the implementation of solutions
- Establishing vision and selling sophisticated solutions to senior management within complex political environments
- Breaking into and developing new markets

"Brent is an innovative and visionary technology leader, with a great creative and entrepreneurial spirit!." Pam Boiros, Sales Director, Elsevier Science & Technology (Boston).

Communicator and Networker:

- Highly effective communicator, from Board & C level management through to junior operational staff
- Proactively develop new business networks through channels such as industry associations and chamber of commerce, running seminars, workshops and customer events
- Increase leverage, market development, and industry profile by lobbying politicians and key industry stakeholders
- Confident public speaker, presenter and educator

Strategic development and alignment:

- Develop integrated digital strategies for media companies including TV and Radio
- Member of senior management teams in developing strategic business & marketing plans with responsibility for aligning plans with changing market needs and developing new organisational capabilities
- Responsible for actioning business plans, with an ability to maximise results from existing resources, achieve cost reduction through production improvements, and enhance competitive positioning
- Develop analytics and performance metrics, to manage and report success of projects

"A fantastic exponent and master of the power of IT to transform a business. He was one of very few who understood the implications of the move online for publishers." Duncan Enright, Marketing Director, Elsevier Science & Technology (Oxford)

People leadership and motivation:

- Responsible for creating, managing, and motivating high-performance work-teams, in fast paced & dynamic environments. A successful track record of delivering difficult projects, on-time and on-budget
- Develop talent and create business environments that not only maintain high employee satisfaction and low staff turnover but also allowed back-office staff to be accountable for achieving business targets
- Improve organisational coordination by forming and leading cross–functional work teams across political boundaries and organisational silos

"Saying Brent 'works well with others' is an understatement. He's keenly aware of his roles and responsibilities as well as those of his colleagues and subordinates. His ability to focus at the job on hand AND the job ahead is remarkable." Mary-Kate Bourn, Knowledge Manager, reported to Brent at Butterworth Heinemann (Boston).

Technical leadership:

- Responsible for the research, development and deployment of advanced Internet technologies since 1993, enhancing the organisations competitive position and market share
- Developed new 'digital' products and content management systems for electronic delivery, ahead of competition
- Developed technology to create sophisticated supply–chain systems and create new sales and multi–channel marketing capabilities; improving organisational efficiency and competitive positioning
- Develop and maintained enterprise level business applications (ERP & CRM) that allow the business to improve customer service, reduce cost and provide a platform for rapid growth

"Brent was instrumental in helping Butterworth-Heinemann as the company transitioned toward digital asset management, digital workflows for production, and web-based commerce". Karen Forster, Production Director, Butterworth-Heinemann (Boston)

Project management:

- Responsible for managing large CAPex and OPex budgets
- Leading and hands-on management of complex projects with tight budgets and timelines in delivery of mission-critical enterprise applications, on time and on budget
- Reduce cost and capital expenditure through the tight management of vendor relationships, developing RFPs and negotiating contracts.
- Manage multiple and simultaneous, high-profile software development projects, using structured project management methodologies to ensure successful project delivery

"Through a combination of technical know-how, business skills, and bush-cunning he managed to keep the operation running despite scarce resources, limited budget, and challenging user needs." Michael Forster, V.P. & Publisher, Wiley (NJ).

Operations & production:

- Responsible for maintaining business continuity and for the continuous improvement of systems within business-critical environments
- Improve business efficiency by maintaining high levels of service in the provision of operational & technical capability
- Decrease costs by continually improving production efficiencies. Increase the quality-of-product and time-to-market by developing new digital workflow capabilities and electronic content delivery systems
- Decrease time-to-market by developing sophisticated business partner agreements and electronic supply-chain systems

"Brent initiated the use of technology in new and improved ways to enhance productivity, marketing, and sales. The combination of Brent's inexhaustible technical knowledge, diplomacy, and charm ensured success, and made him a pleasure to work with." Karen Oberheim, Medical Publisher, Butterworth-Heinemann (Boston)

Technology skills

Web2.0	Wiki; Blogs; SEO; RSS; Social Media	WebApps	HTLM; XML; IIS; CMS;
Enterprise	ERP; CRM; EDM, DAM	Database	Oracle; SQL; Access
Accounting	AP; AR; GL	Sys Op	Win; OS X; Unix; OS400
Other systems	Membership; Warehouse	Protocols	TCP/IP; SNA; SDLC; IPX/SPX
Office Apps	Word; Excel; Visio; MS Project...	Design Apps	Photoshop; Indesign; LaTeX

Responsibilities & Achievements

2007–2009   **Director/Solutions Architect**, *Banjim [Ideagarden Consulting]*, Sydney, **Industry**: Media/Consulting

Ideagarden is a leading web2.0 digital marketing agency, founded with my partner Jenny Williams, specialising in the development of integrated 'digital' business & marketing strategy and for the training of clients in new-media technology and strategy. This includes assisting clients in the successful positioning of Web2.0 technologies such as: blogs, wiki's, search-engine optimization and social networks (like Facebook and Myspace) with marketing plans. Ideagarden also consults and develops strategies for media convergence technologies such as CMS, DAM and EDM for online radio & TV broadcasting etc. These being agnostic solutions, Ideagarden is not tied to any particular technology solution. Customers include: News Ltd, Fairfax, NSW Dept of Small Business, CAAMA (Central Australian Aboriginal Media Association), and Roche.

Responsibilities:

Solutions Architect, researching and developing recommendations for the technology components of strategy, to ensure the best possible fit between the oganisations capabilities and market needs. Consult and make recommendations on structural changes required by the organisation to ensure successful implementation. Example strategy paper available on request.

Achievements:.

- Develop the Ideagarden website using Joomla CMS with mySQL database [www.ideagarden.com.au]
- Develop the internal business and marketing plans which has seen Ideagarden sustain high growth and to become recognised as an industry leader within the Australian market. Jenny is often invited to keynote, open & chair industry conferences such as: iMat, AdTech & the 2008 Future of media Summit (both in the U.S. as well as Australia), a Guest speaker at CAANZ events, and contracted by the NSW Dept of Small business to conduct workshops on digital strategy within the State

2002-2007   **Executive Director,Operations**, *ACMP*, Sydney, **Industry**: Media/Advertising

The ACMP is a non-profit industry association representing Australian Commercial and Media Photographers, the ACMP advocates for members and lobbies governments on legislative and other issues affecting the industry

Responsibilities:

Manage the associations finances, operations and communications functions to ensure that the organisation's affairs are conducted in accordance with best the interests of members and used to create value.

Develop corporate governance policies to ensure high ethical standards and ensuring compliance with ASIC regulations and legislation under the Corporations Act.

Produce and be accountable for company accounts and present results to industry stakeholders and organisational members including the AGM.

Perform lobbying activity on behalf of industry and members upon Government and key organizations within industry fields.

Achievements:.

- Restructured the Association's operations, which reduced overheads by over 60% This was done by simplifying process & procedures to create efficient systems which reduced staffing requirements and an actual increase in service deliverables. This enabled a perennially loss making organisation to become profitable.
- Upgraded the organisation's Internet technology to a CMS framework with integrated subscription management system using web 2.0 technologies. This Included social networks, blogs & forums. This reduced the cost of communicating with members by over 50%, and increased the organisation's market penetration.
- Develop successful relationships with industry partners such as Sony, Nikon and downstream with advertising agencies like Saatchi & Saatchi. These relationships have resulted in joint and sophisticated marketing campaigns, for instance ACMP Projections a competition for emerging commercial advertising photographers
- Responsible for the development and management of the ACMP website which is driven by a membership system [www.acmp.com.au]

1999–2001 **BDM/Vice-president sales**, *Global Turnkey Systems*, Parsippany, New Jersey, **Industry**: Technology
Global a division of Klopotek is an ERP/CRM software developer and systems integrator; with products and services targeting the media industry based on an n-tier client server platform. Customers included divisions of Thompson, CCH, Bertelsmann, Reed Elsevier, Harvard University Press, MIT University press and various US federal government agencies (FEMA, NTIS).
Responsibilities:
Accountable for profitably increasing the company's revenue base by identifying and securing new business opportunities with new and existing customers. Align the company's capabilities with changing market needs and expectations. Forge and sustain customer relationships. Form ventures with new business partners. Oversee the implementation of purchased solutions with clients.
Achievements:.

- Negotiated contracts and closed sale of enterprise level systems which included the reselling of UNIX Servers (Sun, HP9000 & RS6000) and database technologies (Oracle & SQL Server) as well as software modifications and services of Global's ERP/CRM solution. This provided customers with an advanced e-business platform capable of meeting new and changing market needs.
- Negotiate supply–chain agreements with business partners to create an extended offering to clients. This increased the competitiveness of Globals offering and reduced the time it would have taken to internally develop a similar solution
- Develop a relationship with a 3rd party agent in the UK that allowed Global to operate in new geographic markets
- Successfully launch a new product version by developing campaigns, new marketing positions and pricing structures

1994–1999   **I.T. Director**, *Reed-Elsevier / Butterworth-Heinemann*, Oxford& Boston, **Industry**: Media/Publishing

Business unit of Reed-Elsevier, one of the world's leading media and publishing enterprises

Responsibilities:

A member of the senior management team, providing vision, and expertise to enable the company to become a technology focused, new-media, publishing company. With responsibility for all aspects of the Information Systems function: recruited, coached, and managed operational and development staff, managed multiple complex & mission critical projects, oversaw all application software development, introduced new standards, policy and processes, managed budgets, and formulated business continuity plans. Also managed the company's production and editorial teams to create a new and competitive position through the development of multi-media products.

Achievements:.

- Lead the company's transformation from a traditional publisher to new-media publishing
- Led the implementation and subsequently the operation of a highly integrated ERP/CRM system that involved every function within the organisation to significantly improve operational efficiencies reduce operating costs and enable the business to sustain its rapid growth
- Engaged and lead internal consulting projects with external management consultants (KPMG, PWC, etc) which resulted in rapid realignment of the organisation in response to strategic corporate directives
- Build a new data centre and operations department from a 'greenfield' site
- Develop sophisticated supply-chain systems with business partners such as Amazon, Borders Books, UPS and FedEx

1990–1994   **I.T. Manager**, *Reed-Elsevier / Reed International Books*, London UK, **Industry**: Media/Publishing

Owned by Reed Elsevier, Reed International Books comprised six independent business units and was at the time one of the UK's largest publishers of consumer and educational titles.

Responsibilities:

Implementation and support of strategic business systems which included the management of multiple operating and capital expenditure budgets. Preform business analysis and recommend solutions. Developing project plans and manage multiple simultaneous projects. Develop information and storage architectures. Lead major BPR and change programs. Build and manage centralised datacentres. Manage network and communications technologies. Managed project and technical support staff in a 2000+ user environment.

Achievements:.

- Developed communications and knowledge management systems to integrated the disparate areas of the business (spread over many sites in the south of England) and provided a platform to support rapid organisational growth. This played a pivotal role in enabling the business to become a highly integrated, multi-national corporation that was to dominate international publishing.

- Expanded my span of influence to become responsible for strategy & operations of many divisions within England & internationally. This greatly improved the service level being provided by the technology department and significantly reduced costs, time to market and provided an integrated business model for the entire business.
- Develop digital workflow systems, for the production of books, which drastically reduced both production time and cost

1987–1990 **Systems Administrator (contract)**, *Various Organisations*, Australia & UK, **Industry:**Private & Public sector
Contractor, specialising in the administration and operations of IBM mid range systems: S/38 and AS/400 as well as personal computers and networking
Responsibilities:
Ensuring continuity of business operations, preforming backups, security, running and automating scheduled system tasks and procedures, preforming and managing help-desk functions, integrating networks and PC's to mid-range and mainframe servers, installing hardware and software. Customers included: BS Microcomp, English Heritage, Mortgage Express, Norsk Data
Achievements:.

- Pioneered the integration of Personal Computers with IBM mid-range and mainframe systems
- Pioneered the use of Local Area Networking

1984–1987 **Assistant DP Manager**, *Electrolux*, Wellington NZ, **Industry**: Manufacturing
Electrolux is a Swedish owned multinational corporation and manufacturer of white goods as well as industrial and domestic appliances.
Responsibilities:
Preform day-to-day operations of IBM S/36 and management of the data processing department. Prior to this role I had the position as Assistant Accountant.
Achievements:.

- As part of a team, preform the conversion of a manual (paper) accounting and manufacturing system to a computerised system.