

Robert Davis

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Over 20 years' senior leadership experience, designing and developing innovative marketing strategy that spans digital and online initiatives for both local and international organisations. Extensive experience influencing CEOs and executive teams to gain buy-in to brand, customer-engagement and marketing plans that positively impact brand presence, ROI and market reach. Management capability having led academic organisations, overseeing people leadership, financial management, service delivery, product development, information systems and operations.

- Strategic leadership
- Innovation
- Marketing strategy
- Brand development
- Customer engagement
- Operational excellence
- Digital strategy
- People and performance
- Stakeholder engagement
- Financial management
- Research and development
- Change management

An earlier career as Marketing Manager at IBM New Zealand, focusing on digital-service strategy and solutions for the SME and corporate market.

CORE SKILLS

- **Strategic and innovative thinker**, with a reputation for delivering results and driving projects and initiatives to completion
- In-depth understanding of where and **how research can benefit strategy**, aligning brand and messaging to maximise impact and opportunity
- Extensive experience developing and **implementing sophisticated stakeholder-engagement plans**, with networks across corporate, not for profit, local government, healthcare, IT, FMCG and sporting sectors
- Experienced Chair of industry advisory, department, programme, faculty and academic Boards, with robust understanding of **governance practices**
- **Motivational people leader**, developing and growing teams, turning around underperformers and creating cultures of high performance and productivity
- Comprehensive experience **influencing Boards and committees**, providing thought leadership to drive strategy and innovation
- **Confident presenter**, delivering lectures, seminars and industry presentations that engage audiences and promote international best practice
- Experienced working within **diverse and multi-cultural environments**, with an adaptable leadership style to achieve common goals

CAREER HIGHLIGHTS

- Designed and developed numerous brand, customer-engagement and strategic plans for clients including F&P Healthcare, Waitemata PHO and Zealandia, some with international reach such as AusAID and International Paralympics
- Nominated for the 2018 Albany Students' Association Lecturer of the Year Award
- Key member of the 2010 team that developed and launched the first interactive analysis and tracking-progress report of event and campaign media coverage for the Auckland Super City Debate, resulting in free media return values of nearly \$600K
- Executive leadership roles developing strategy, improving operational excellence and expanding service offerings with Unitec and Auckland Institute of Studies, including budgets of over \$10M, achieving business surpluses of more than 50% and with sales increased by 560% in 3 years
- Published author in the field of social media marketing, in addition to having published research encompassing broader marketing strategy

PROFESSIONAL EXPERIENCE

drrobertdavis.com
Founder and Director

Jan 2009 – Current
Auckland, New Zealand

Consultant to numerous organisations in the design and development of brand strategy, customer-engagement plans and strategic development, with both local and global reach.

PROJECTS: COMMERCIAL

- **Waitemata PHO:** Developed an innovative brand and customer-engagement strategy for the largest primary healthcare organisation in New Zealand, encompassing both digital and offline, successfully gaining buy-in at Board level for the organisation to implement the plan
- **Jaxber:** Collaborated with the Jaxber team in Norway to launch an innovative app that looks at real-time feedback for products, in the New Zealand market, designing their marketing strategy through social media evolution
- **F&P Healthcare:** Created new models and processes for corporate innovation, evolving the model through qualitative interviews with 40 stakeholders, driving commercial outcomes that now achieve revenue growth of +15% per annum across significant international markets

PROJECTS: PUBLIC SECTOR

- **AusAID:** Project lead on the \$600K entrepreneurial research and strategy development initiative for Tonga and Vanuatu that required:
 - Leadership of multi-site and multi-disciplinary teams, in addition to collaboration across a variety of stakeholders including government officials
 - Management of the budget, strategy and data analysis within the project, taking this from a failing initiative to successfully turning it around to enable successful funding bids
 - Presentation of results back to government with full policy recommendations
- **Auckland Regional Physical Activity and Sport Strategy:** Developed and rolled out two, branded, online services, with integrated communication channels across mobile and web, to support a cohesive strategy across New Zealand's sport and recreation facilities, achieving changes in attitude towards exercise to target teenage obesity

PROJECTS: NOT FOR PROFIT

- **Rotary New Zealand:** Designed the entire social media strategy for this not for profit, launching the New Zealand Motorcycle Show, the largest event of its kind in New Zealand, creating the strategy and platform to promote the event
- **Zealandia:** Developed the customer-engagement strategy for this conservation and biodiversity project, collaborating with the senior leadership team to grow the business from a production perspective
- **International Paralympics:** Led a sponsorship effectiveness study, designed to increase the level of sponsorship funding, by creating a clear brand strategy that was presented to the international committee and successfully implemented

PROJECTS: EDUCATION

- **Darlo Higher Education:** Created a number of new programmes for this Australian company, to meet the needs of both learners and regulatory requirements of the accounting industry, launching a new graduate accounting programme within a PTO in New Zealand, in addition to designing a number of other successful programmes for the Australasian market
- **New Zealand Institute of Education:** Contributed to the design of new postgraduate programmes, with a need for additional focus on the Māori component of these learning modules, bringing in a key advisor to support this, and subsequently successfully moving this through the NZQA panel for launch

BOOK

- Author of Social Media Branding For Small Business: The 5-Sources Model, published by Business Expert Press in 2014

Massey UniversitySenior Lecturer – School of Management (*Contractor*)**Jun 2017 – Current**

Palmerston North and Auckland, New Zealand

- Teach and coordinate the Managing Services Course, examining theories and issues related to services within the economy; topics span:
 - Customer service
 - Quality improvement
 - Technological innovation
 - Managing capacity and demand
- Led research across several projects including:
 - Authenticity of political leadership
 - Research design to conceptualise and measure service culture
 - A study on disruptive effects of blockchains to the decentralised marketplace

Auckland Institute of Studies (AIS)

Professor, Academic Head of Business

Aug 2016 – May 2017

Auckland, New Zealand

- Senior executive responsibility for the business portfolio of this Category One, private training establishment catering for both local and international markets
- Drove the strategy across the academic and business activities, embedding a focus on operational excellence and continuous improvement
- Oversaw financial budgets in excess of \$1M per annum, providing analysis and recommendations regarding future spend
- Reported to the Board, presenting key recommendations, including a comprehensive strategy to restructure the organisation, based on financial analysis and identification of cost-reduction initiatives
- Diversified the service offerings to respond to continual innovations across the market, embedding best practice across all programme delivery to achieve client demands

Achievements:

- Exceeded financial targets, including a 40% net budget surplus, through the development of new programmes and implementation of innovative marketing strategies
- Sourced and secured a new international relationship with Manav Rachna International Institute of Research and Studies, India, to further promote the AIS brand within the international market
- Redeveloped the real-estate programme, with a focus on changing the culture within the industry, and achieving annual returns of \$500K

Unitec Institute of Technology

Associate Professor – Department of Management and Marketing

Jun 2009 – Feb 2014

Auckland, New Zealand

- Led and motivated a team of +25, providing all HR functions from recruitment and training through to performance development and disciplinary proceedings
- Oversaw strategic and operational functions including financial planning and management, quality assurance, policy, compliance, facilities management and information systems management
- Created a performance-driven, collaborative culture, addressing issues where staff were not performing and providing them with the tools to achieve in the new environment
- Expanded the service offerings to more fully target the needs of the 3,000 customers, developing business cases, gaining Board buy-in, and subsequently marketing and launching the programmes
- Devised and implemented a new customer-management strategy, using social media and traditional internal database systems

Achievements:

- Consistently exceeded all financial and non-financial performance targets, including surpassing annual \$7M revenue targets
- Transformed the department, taking this from an underperforming business unit within the institute, and creating a new product suite that increased the surplus in excess of 50% and grew the team from 15 to +25
- Successfully achieved departmental net profits including \$2.3M FY2009, \$2.7M FY2010, \$3.2M FY 2011 and \$4M+ FY2012

- Through the development and implementation of a targeted, customer-retention strategy, achieved a 360% increase in customer-retention metrics
- Delivered notable social media and business campaigns with prominent business journalist and commentator Rod Oram, including 'Forum of the Future', 'The New Zealand Economy' and 'The Super City'
- Expanded industry relationships with leading corporates and business associations to externally align the department and service offerings with the business community

Manukau Institute of Technology (MIT)

Senior Lecturer Marketing

Jun 2007 – May 2009

Auckland, New Zealand

- Coordinated and taught classes covering integrated marketing communications, brand strategy, emarketing, marketing projects, international marketing and marketing management
- Governance responsibility as member of the Faculty of Business, Research Committee as well as the Research, Development and Technology Transfer Fund
- Created innovative new learning programmes, ensuring these aligned with the demands of the corporate sector
- Built a strong, integrated teaching and research team, collaborating across multiple departments and between faculties
- Significantly raised the profile of MIT, promoting the brand by networking and building connections within the commercial sector

EARLIER CAREER

Assumption University

Visiting Professor

Jan 2001 – Dec 2002

Bangkok, Thailand

The University of Auckland

Senior Lecturer, Marketing (*Jan 2003 – Dec 2006*)

Senior Lecturer, Marketing and PhD Candidate (*Feb 1996 – Dec 2001*)

Feb 1996 – Dec 2006

Auckland, New Zealand

IBM New Zealand/IBM Global Network

Marketing Manager

Jan 1994 – Dec 1995

Auckland, New Zealand

QUALIFICATIONS

The University of Auckland

PhD – Digital Strategy and Communication

2000

Auckland, New Zealand

The University of Auckland

Master of Philosophy, Honours – Marketing and International Business

1993

Auckland, New Zealand

Lincoln University

Bachelor of Agricultural Science, Honours

1989

Canterbury, New Zealand

MEMBERSHIPS

- Fellow of The Chartered Institute of Marketing (United Kingdom)
- Member of American Academy of Advertising (USA)
- Member of Academy of Marketing Science (USA)
- International Expert Contributor, Keller Centre, Baylor University (USA)
- Member of the Australian and New Zealand Marketing Academy