

JANE DAVIES

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SUMMARY

- MBA qualified
- Unique blend of marketing and business technology skills and expertise
- Business ownership experience
- Logical and consultative with a direct communication style
- Intuitive but practical thinker with keen ability to quickly piece together the big picture and determine the appropriate course of action.



QUALIFICATIONS & MEMBERSHIPS

Master of Business Administration | Queensland University of Technology | 2003

Graduated with Distinction.

Bachelor of Business | University of Southern Queensland | 1994

User Based Design Practitioner | 2nd Road

Board Readiness Program Graduate | Women in Technology

Women in Technology | Member



CAREER HIGHLIGHTS

Creating and building a small business

Over the past 2.5 years, my business partner (my husband) and I have built an IT consulting business specialising in the implementation and customization of Microsoft Dynamics 365 CRM – now with 10 employees and annual turnover of over \$1.5m. My most notable contribution has been the development of a unique small business product and delivery model which overcomes the cost barriers for smaller business with enterprise level aspirations.

Merger and Branding

Integrally involved in the transition process when my employer, a Superannuation fund, merged with a much larger fund. Worked as part of the Management team to make branding decisions and implement the new brand and product changes, with a view to ensuring the membership of the smaller fund could quickly realise the benefits of being with a larger fund.

Compliance regime changes

In both the Financial Planning and Superannuation Fund industries, managed significant change within the business resulting from major, transformative legislative changes including process re-design and redevelopment of disclosure documentation such as Product Disclosure Statements and Financial Service Guides.

Digital Transformation

Although every day I support clients undergoing digital transformation, I have been involved in this before it was called digital transformation. At Brisbane City Council, I consulted on a range of internal projects to drive a transition of off-line Council products and services to an online delivery model with a focus on customer experience design.



AREAS OF EXPERTISE

Broad Industry experience – Telecommunications, Banking, Local Government, Financial Planning, Superannuation, Information Technology.

Strategic Marketing

With 25 years marketing experience, I've contributed to marketing strategy in very large organisations such as Telstra and Suncorp, down to very small organisations such as industry superannuation funds. I have a keen interest in customer experience design, segmentation strategy and channel design.

Digital Marketing

With a number of years focused in the field of digital marketing, I'm well equipped to advise and contribute to digital strategy and tactics.

Customer Management Technology

As co-owner of a CRM consulting business I have both a strong strategic and a quasi-technical perspective on customer management technologies; together with practical and consulting experience in Marketing Automation systems.

Management in Complex and Regulated Environments

Having spent many years working in highly regulated industries, I bring a pragmatic perspective on balancing compliance with operating efficiently and profitably.

Small Business Growth

As the co-owner of a small business, I have an acute awareness and understanding of the pains experienced during growth. I have a keen focus on engendering a strong culture and well articulated values to help steer the business through growth.