

DANIEL SMYTHE

4 Acouple Street,
Currumbarrah NSW 2589

0420 215 987
dsmythe@bigpond.com

SALES & MARKETING EXECUTIVE

Exceptional leader and influencer energising follow-through on strategic business opportunities while driving constant improvement and expansion within a highly competitive industry

Commercially astute, sales-driven Senior Executive with incisive ability to strategise and execute forward-thinking solutions across business and consumer markets within startup, turnaround, and high growth multimillion-dollar enterprises. Track record for the research and forecasting of appropriate industry and customer trends, driving rapid expansion in client acquisition/retention across multi-channel distribution settings. Possess keen focus on revenue growth, while setting and achieving aggressive targets, and complex decision-making to synchronise with challenging and rapidly evolving market conditions. Cross-functional leadership and performance management, steering large scale operational change and advancement.

Professional strengths include:

- Business / Sales Forecasting & Management
- Performance & Productivity Improvement
- Negotiations, Presentations & Consultations
- Key Alliance & Partnership Building
- Innovative Sales/Marketing Program Design
- Multi-Distribution & Revenue Optimisation
- Product Launch & Market Penetration
- Market Sizing & Opportunity Assessment
- Competitive Product Positioning
- Key Account/Client Management
- Team Leadership & Performance Growth
- Analytical & Conceptual Problem Solving

Career Overview

HUBBA LAWN CARE PTY LTD National Sales & Marketing Manager (1998–Present) National Sales Manager (1997–1998) NSW State Manager (formerly Hubba Limited) (1991–1997)	1991–Present
TRECO GARDEN SHEDS (Division of Hubba Limited) National Sales Manager	1990–1991
HUBBA LIMITED NSW Sales Manager	1989–1990
HONDA AUSTRALIA NSW Power Equipment Sales Manager	1989–1989
HUBBA LIMITED NSW Area Manager	1985–1989

Professional Experience

HUBBA LAWN CARE PTY LTD <i>'Iconic' brand company topping \$60M in annual turnover.</i> National Sales & Marketing Manager (1998–Present) Key leadership role, fully accountable for devising revenue-generating and performance-enhancing initiatives that have stimulated turnover growth by an outstanding \$10M despite being challenged by a drought-ridden, highly competitive, and relentlessly shifting marketplace.	1991–Present
--	--------------

Dealer & Customer Growth

- **Seized 14% market growth** and an **additional 55% dealer business** following launch of Gold Dealer Programme that involved 300 selected dealers being given exclusivity across specific geographical locations:
 - Initiated ongoing retailer product knowledge training improving sales and marketing of an expansive Hubba product range;

Continued...

- Introduced national service/warranty network providing additional retailers with an agent in their local area, thus prompting retailers to eliminate competing products and solely promote Hubba;
- Improved marketing programme by providing potential buyers with informative and appealing materials to entice product purchase.
- **Grew business by 40%** by nurturing and building an expansive client base of loyal and referring distributors strengthened by quality products backed with strong after-sales and warranty support.
- **Recaptured 35% revenues** through rekindling and repairing previously tarnished relationship with major account, Kmart.
- **Added 20% to annual turnover** by securing preferred supplier status with 9 major accounts.
- Retained competitive-edge through regular market feedback from field sales teams identifying competitor strengths and additional business opportunities, with information collected promptly actioned.

Product Launches

- Played pivotal role in the research, creation, and launch of two major products including award-winning Razor mower (now 20% of annual turnover) that outperformed existing competitor products, and Tornado mower (now 75% of annual turnover):
 - Provided crucial market/competitor feedback, and united a core group of specially chosen Dealers to participate in the initial Razor product development/brainstorming sessions (2002/2003);
 - Spearheaded first-ever Gold Dealer National Conference involving 450 Dealers to unveil new Razor, with mower later **winning the coveted 'Australian Design Award'**;
 - Relayed market reaction and key findings (from recently launched Razor); exploited Dealers'/focus group's knowledge during preliminary brainstorming/product testing sessions; and influenced overall design of the new Tornado mower;
 - Coordinated Hubba's second consecutive National Dealer Conference to present new Tornado mower to over 400 delegates. Secured overwhelming market acceptance with stock levels selling out and prompting a 2-month product backorder list.
- **Grew 4-stroke mower sales by 50%** following return of industry-leading Briggs and Stratton engines, through strategic negotiations at same pricing as current (industry-second) vendor.

Sales & Marketing Programmes

- Championed ground-breaking sales and marketing initiatives that strengthened brand recognition, amplified market share, and grew revenue/profitability (while competitors continued to suffer steep turnover declines due to climatic difficulties), including:
 - *Gold Dealer stretch target incentive* re-invigorating achievement of impressive performance targets by offering regular rebate rewards;
 - *National Outdoor Advertising Campaign* eliciting overwhelming response in brand recognition (despite droughts across many parts of Australia) for new Tornado mower by combining billboards and the catchy slogan "Another reason to pray for rain";
 - *Major press campaigns on a national scale coinciding with major sporting events* using captivating catch phrases that seized patron attention and prompted further enquiries;
 - *NSW/VIC television campaign with Channels 7 and 9* generating numerous customer inquiries and **boosting YTD sales by 22%**.

Clients:

Major retailers including Betta, Bing Lee, Bunnings, Good Guys, Kmart, Harvey Norman, Mitre 10, Retravision.

Report to:

Chief Executive Officer

Marketing Budget

\$1.5M

Staff:

20 indirect reports

9 direct reports

Accountabilities:

- Business Analysis
- Business Plan Development
- Profit & Loss Management
- Productivity Improvement
- Product Analysis & Design
- Product Launch
- Strategic Planning
- Strategising Client / Market Needs
- National / Regional Account Management
- National / Regional Sales Direction
- Competitive Research
- Million-Dollar Sales & Account Management

Continued...

Cost Minimisation & Profitability

- Sourced boutique production company that created a high quality, audience-captivating television advertising campaign with **production investment costs 75% less** than major vendor prices.
- **Cut costs by \$100K/annum** by eliminating entry model's factory handle assembly, allowing reduction in packaging size/costs and freight charges, without impact to retailer or consumer satisfaction.
- **Reduced annual payroll by \$200K** by prioritising/redistributing workload within marketing, impacting positively on overall productivity despite having 3 less staff members.
- Elevated corporate profile/branding and productivity by devising cost-effective sales and promotional solutions that underpinned continuity and standardisation of all marketing communications.

Team Building & Performance Growth

- Built a loyal team of highly talented and performance-driven staff by providing an encouraging/supportive setting, leading by example, and continually promoting corporate vision, values, and goal achievement.
- Instilled an appreciation for goal setting/monitoring, and attendance of ongoing training, impacting greatly on team's ability to prioritise/achieve goals in a demanding market.
- Boosted staff performance and retailer support through executing innovative incentive programs including the recent 50th Anniversary 'Garden Makeover' consumer promotion.

National Sales Manager (1997-1998)

Drove sales/profitability growth of the Hubba business by crafting strategies, plans and budgets to sustain both short- and long-term corporate goals, while providing optimum support to the entire Hubba sales team. Led, mentored, and built a loyal and talented team of 7 direct/14 indirect staff.

- **Generated \$30M annual turnover** by forging key customer alliances with 9 major account head offices including Bunnings, Kmart, Retravision, and Harvey Norman.
- Positioned Hubba for continued corporate objective/budget achievement by providing crucial market/competitor feedback (in collaboration with marketing department) facilitating ongoing revamping and revitalisation of strategic plans and marketing programmes.
- Promoted to Sales and Marketing Manager role in recognition for outstanding attention-to-detail, combined with innate passion and knowledge of point-of-sale and promotional collateral that captured customer attention and ultimately buyer spend.

Previous experience demonstrates expertise across sales, marketing and account management, harnessing market insight with strong client relationships to seize market share and champion distribution and mower growth for Honda by an outstanding 50%.

Professional Development

Effective Management Development Course ~ Leadership Management Australia (LMA)

Leadership Development Program ~ Mt Eliza Business School

Fundamental Selling Skills • Advanced Selling Skills • Public Speaking

~ Australian Institute of Management

Advanced Selling Course ~ Manpower Management