

# Daniella Stephenson

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## PROFESSIONAL PROFILE



# Daniella Stephenson



## PROFESSIONAL OVERVIEW

*"I pride myself on being approachable, trustworthy and able to earn the respect of others through decisive and educated decision making. I value innovation and enjoy the rewards gained from tackling market challenges.*

*Having taken on exceptionally high levels of responsibility at an early age, I have consistently proven my capability to adapt to business needs and to lead from the front".*

### Performance driven business executive

A strategic leader with a progressive career of 20+ years, providing the vision and direction needed to achieve accelerated and sustained growth whilst decreasing costs. Strong exposure to Australia and Asia Pac markets including Singapore, China and Korea. Demonstrated versatility to quickly transition across differing market sectors such as IT&T, Tourism and Advertising.

- Vision, strategy and execution
- Identifying emerging markets
- Market/business trend analysis
- Financial & EBIT performance
- Staff development and leadership
- Aggressive market growth
- E-marketing and E-commerce
- Establishing satellite units
- Business development strategy
- Board level consulting

### Proven track record in leading change

Pivotal in leading the restructure of Fleet IT, a mid-sized fleet technology business in which critical market share was regained to achieve No.1 status in Australia and Asia Pacific. Delivered the change needed to support AB Travel Group with a complex infrastructure growth, opening 8 new retail branches whilst successfully turning round two negative performing units into flagship branches.

### Board appointments, industry networks and speaking

Member of Regional Leadership Team for Proctor Global, Member Global Management Board Marketing; Chair on SME Marketing Board for Australian Enterprise (MAE); Regular speaker at Women in Business WA conferences; and Guest Speaker at the Asia Technology Marketing in Japan (representing Proctor).

## QUALIFICATIONS & CERTIFICATIONS

- ❖ Master of Business Administration (MBA) – Lipton University, Melbourne
- ❖ Certified Green Belt –Six Sigma
- ❖ Advanced Diploma in Business Management– University of Technology, Melbourne
- ❖ Higher Dip. Marketing and Communications - Institution of Marketing, New South Wales
- ❖ B.Comm major in Marketing – University of Technology, Melbourne

## CAREER OVERVIEW

- Director Sales & Marketing – Fleet IT Solutions, 2006 to present
- GM Sales & Operations – AB Travel Group, 2002 to 2005
- Operations Team Leader / Manager – AB Travel Group, 1999 to 2001
- Management Trainee Program – Saatchi, Sydney, 1998 to 1999
- Graduate Apprentice – Saatchi, 1996 to 1998



## PROFESSIONAL EXPERIENCE

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### Fleet IT Solutions

Feb 2006 to present

*Fleet IT Solutions is a leading IT applications provider to the Fleet Service industry with clients that include many Tier 1 shipping and logistics firms. Globally, Fleet IT employs of 180 staff including senior IT developers and IT architects.*

#### **DIRECTOR – Sales & Marketing (Australia & Asia Pac)**

Prior to 2006, Proctor had suffered a major down trend in both market share and profitability, resulting in four consecutive years of losses. Reporting to the CEO, this position was challenged with leading the full change-management strategy across operations, applications and commercial deliverance to capture lost market share and to regain market position.

- Stemmed a three year decline in growth, executing a fully revitalised 5-year strategic plan, and successfully returning the business to break-even within just 18 months, followed by ongoing year-to year growth since 2008 of 20% EBIT, and +32% increase in overall market share
- Regained investor confidence, transitioning the business from “competitor” to “market leader” in AU & Asia Pac.
- Rationalised costs across Australia, Singapore, China and Korea, releasing upwards of AUD\$3. mil in cashflow which supported Marketing and R&D investment strategies during phase 1 of the business restructure.
- Incorporated a more entrepreneurial and proactive approach to commercial opportunities, providing specialist commercial advice to the CEO and Board on key development opportunities, whilst building and maintaining comprehensive financial models to assess ROI and financial risk.
- Structured and negotiated complex tenders and proposals (valued from \$20k to \$480k in fees), providing the leadership needed in bid-management to successfully achieve upwards of 90% strike rates.
- Implemented controlled SOP's (standard operating procedures), providing a robust operational framework.
- Executed a highly successful CRM solution and relationship development strategy across Tier 1 clients .
- Recruited and developed a multi-skilled team of 40 staff locally and overseas to achieve performance objectives, and enhanced performance through “talent development” and “performance-based” incentive programs.

### AB Travel Group Pty Ltd

Jan 1997 to Dec 2005

*AB Travel Group is a specialist provider of domestic packaged holidays with 14 retail shops based in Sydney, Melbourne and Brisbane, and employing over 122 staff with a turnover in excess of \$120 mil.*

#### **GENERAL MANAGER – Sales & Operations , 2002 to 2005**

Initially appointed in a junior support role before demonstrating leadership capabilities which ultimately led to holding positions as Business Development Executive, Operations Management and subsequently as General Manager for Sales and Operations nationwide from 2002 onwards.

- Rose to the challenge of GM Sales and Operations following a change in business ownership and personal invitation by the new CEO to take on this highly demanding role.
- Successfully grew business returns from \$7 million in 2002 to \$19 million in under three years, and delivered EBIT growth from 12% to 19% in less than 3 years through the careful restructuring of costs and project managing the opening of 8 new retail branches in Australia.
- Introduced additional revenue streams outside of “budget holidays” including luxury accommodation and car hire.
- Maintained a \$1.3million budget for above the line (ATL) and below the line (BTL) advertising, giving the business unprecedented national coverage which has resulted in some 140% direct ROI per campaign.
- Secured four new joint venture programs that added > \$2.2 million in additional bottom line revenue lines with gross margin returns of 42%.
- Successfully tendered for and re-seller won contracts with the likes of Virgin Holidays and Qantas Airways.
- Introduced “Talent Management” and “Skills Development” that significant enhance staff retention rates.

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