

Dr Phillip Currey (Phil)

facilitates organisational success by sharing what he has learned from personal lived experience, mistakes, successes, academic study, teaching and research over almost 50 years



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SUMMARY OF SKILLS AND EXPERIENCE

Exceptional knowledge and capacity to apply the full suite of skills expected from almost 50 years of employment, consulting, teaching and applied research:

- Establishing, facilitating and implementing corporate vision, strategy and purpose, financial management including analysis, budgeting and control, market research, business planning, marketing, communications and sales management, intellectual property management, international market development, leadership and team building.
- In-depth understanding of organisational culture as an enabler or disabler of organisational performance.
- In-depth understanding of decision-making behaviours of business owners and value chain actors particularly in regional locations or involved with agriculture.
- Effective at 'seeing through the clutter' to identify, prioritise and respond to salient issues and opportunities.
- Collaborative orientation with a strong desire to see organisational leaders and employees become empowered and equipped to contribute to organisational cultures of collaborative, market-oriented learning.
- Almost 50 years of diverse business and organisational experience including leadership positions in local, national and multinational agribusiness organisations, as a professional management consultant and as an academic.
- 400 consultancy assignments including business diagnostics, business planning, marketing, export market development and the identification and establishment of new markets.
- 2,000 meetings in 25 countries over 20 years to identify and qualify opportunities and threats, and negotiate sales and partnerships for and on behalf of Australian organisations.
- Community development experience gained from leading a major ACIAR project in Philippines (22 visits over 4 years) and contributing to others in Vietnam and Philippines.
- Collaborative contributions to enhancing organisational performance in consultancy assignments including senior 'virtual' roles which allowed Phil to implement the plans he had helped to prepare.
- Teaching/training experience as Agribusiness Discipline Leader at University of Queensland, responsible for coordinating postgraduate and undergraduate courses and supervising PhD candidates.
- Ethical behaviour, strong work ethic and always gets things done ahead of time!

EDUCATION & TRAINING

Graduate Certificate in Higher Education, University of Queensland, 2017.

Ph.D. University of Queensland, 2014. *Investigated the relationship between organisational culture, marketing effectiveness and org. performance.*

Master of Business Administration, Charles Sturt University, 2010

Master of Marketing, Charles Sturt University, 2008.

Graduate Diploma in Marketing, Charles Sturt University, 1990.

Diploma of Applied Science in Agriculture, Wagga Agricultural College, 1977.

Other Personal Development:

- Graduate, Company Directors Course + AICD short courses 'The Board and the CEO' and 'The role of the chairman'
- AusIndustry Network Broker
- Austrade Export Market Planning
- AusIndustry World Competitive Manufacturing (strategic planning)
- Regional Development Australia Committee Member
- Commercialisation Australia Volunteer Business Mentor
- Fellow, Higher Education Academy
- Full-time professional Management Consultant 1994-2014
- Many less formal training programs over many years...

ADDITIONAL SKILLS

- Strategic Thinker
- Financial Budgeting & Control
- Operational Management
- Culture Change
- Services Marketing
- Advanced Research
- Complex Negotiations
- Commercialisation
- Innovation
- Stakeholder Management
- Business Development
- Facilitates learning
- Time Management
- Focused, Responsive, Agile

PROFESSIONAL CAREER

INDEPENDENT ADVISOR & CONSULTANT	Current
ADJUNCT RESEARCH FELLOW, University of Southern Queensland	Current
Specific projects and research with UniSQ and collaborations on a range of projects.	
UNIVERSITY OF QUEENSLAND	2014 – 2020
Discipline Leader for Agribusiness	
Chair of Teaching & Learning Committee	
Tenured teaching and research position	

Leveraging real world industry experience to strengthen UQs reputation for relevant research and teaching by focusing research on four themes:

- Agribusiness education & training: adopting a value chain approach to develop innovative pedagogies for agribusiness student attraction and employability.
- Agricultural value chains and market orientation: challenging the status quo of value chain thinking to enhance organisational outcomes.
- Agricultural value-adding: increasing employment and wealth creation from Australian regionally-based value-adding enterprises producing products for domestic and international markets.
- Combining practical approaches gained from industry of action-learning, innovation platforms and participatory models for development to contribute to more contemporary approaches to Research for Development which apply in developing and developed countries.

Highlights

- Supervision of PhD candidates, contributing to innovations in analysing value chains to enhance their effectiveness.
- Led a \$2.4m ACIAR agricultural value chain and community development research project in the Philippines, including budget oversight and coordination. Managed partners to ensure the effective collection and analysis of market intelligence including visiting Philippines more than 20 times in 4 years.
- Contributed applied agribusiness market analysis and marketing knowledge to the abovementioned ACIAR project plus others in Vietnam (\$1.6m), ACIAR Theory of Change project in Philippines (A\$220,000) and ACIAR Learning Alliance project in Philippines (\$283,000).
- Regularly received the highest student evaluations of course and teacher experience from undergraduate and postgraduate students from UQs formal assessment processes. This is because he listened to students and explained why he taught what he did, and why it was important to their careers. Whilst some students complained that his classes were more challenging than many others, they all said that they learned more from them than many other courses.

CENTRE FOR BUSINESS EXCELLENCE **1989 - 2014**

Company Director

Professional Management Consultant – Agribusiness Marketing and Management

Advisor to business founders, owners, directors and senior management teams of small, medium and large private and public organisations. Led in excess of 400 individual consultancy projects including market research, business diagnostics, export, marketing and business planning with a very strong orientation towards implementation and organisational culture change to sustain results. Industries included agriculture, engineering, manufacturing, food, health, mining equipment, medical device manufacturing, services and government. Projects included extensive international travel to conduct research to identify opportunities and threats and to facilitate and negotiate contracts, order, partnerships and distribution agreements.

Highlights

Practical experience

As a specialist in providing sales, marketing and managerial advice to businesses to improve performance, some clients asked Phil to accept a 'virtual' contract position to achieve more tangible outcomes. These positions allowed Phil to implement the plans he had helped to create. Roles were typically 6 – 30 months duration, including:

Director of Marketing, Austchilli

Selected by the Queensland Government to prepare a business case to establish a chilli industry in Australia to be based in Bundaberg. The resulting work was acknowledged by the Government as 'the best we have ever seen'. Phil adopted a participatory approach to the initial market research in Asia and business plan development to guide the establishment of a pilot manufacturing enterprise for Australia's largest cropping of chillies. He facilitated the negotiation of the company's first international contract in Malaysia. He guided the co-creation of products samples with major food manufacturers in Hong Kong. Subsequently, in a virtual role as Director of Marketing, Phil identified and qualified \$5m of new business in the UK.

Chief Executive Officer, Vascular Enhancement Technology

Commercialisation of an innovative medical device including establishing and implementing formal business plan, IP portfolio protection, global demand confirmation, establishment of manufacturers in China, regulatory environment management including certifications required for Australian, US and European distribution, capital raising and monthly reporting to Board.

Chief Marketing Officer, Russell Mineral Equipment

Phil assisted this organisation since 1990 shortly after the business commenced. His initial assignment was to undertake a business diagnostic that provided strategic direction. He was then asked to develop the organisation's marketing plans for the mining industry during which time he provided assistance to negotiate early orders. More recently, he was invited to review the company's marketing effectiveness and recommended several adjustments. He was then asked to implement them as Chief Marketing Officer, during which time Phil established an office and appointed a Regional Manager in Chile which contributed to the organisation's growth.

Marketing Director, Goldmac Australian Macadamias

Sale of \$1m of ageing inventory and establishment of strategic partners in Germany, UK, Switzerland, Hong Kong and USA to ensure all future production could be sold in advance.

Director of Marketing, Greenridge Botanicals

Development of domestic marketing strategies and plan for herbal medicines, some of which were grown by the company. Evaluation of USA opportunities. Establishment of partners in Singapore.

General Manager – Export Market Development, R.L. Windsor & Son

Facilitation of entry into Singapore, Malaysia and Thailand and negotiation of first major order.

International Marketing Manager, Megami Corporation

Negotiation of Joint Venture in Indonesia. Granted Power-of-Attorney to negotiate JV agreement after identifying and selecting JV partner in Medan, Indonesia.

General Manager – Export Market Division, Intermix Australia

Evaluation of the Chinese market for dairy and sugar-based ingredients.

Prior to 1989 Phil had a successful career starting in sales and quickly advancing into branch and national executive leadership positions in national and international manufacturing organisations Southern Cross Machinery (Sydney, Wagga, Maitland, Mackay, Melbourne, Deniliquin), John Shearer Limited (Adelaide), Cargill (Toowoomba) and Toowoomba Foundry (manufacturer of Southern Cross range of products).