

# CURRICULUM VITAE

## JULIAN CAMPBELL

---

Address: **PO Box 99  
Morpeth NSW 2321**

Telephone: **Home: (02) 4934 2925**      **Work: (02) 4934 2925**  
**Mobile: 0414 736 484**      **email: julian@juliancampbell.com**

Nationality: **Australian**

### Qualifications:

<b>CPEng</b>	Chartered Professional Engineer (1975)
<b>MIEAust</b>	Member of the Institution of Engineers Australia (1988)
<b>AFAIM</b>	Associate Fellow of the Australian Institute of Management (1976)
<b>MAITD</b>	Member of the Australian Institute of Training & Development (1992)
	Accredited Dale Carnegie Instructor (1997)
	Certificate IV in Business Facilitation (1996)
	Certificate IV in Workplace Training Category 2 (1998)
	Certificate IV in Small Business Management BSB40407 (2006)
	Certificate IV in Training and Assessment TAA40104 (2008)
	Certificate IV in Training and Assessment TAE40110 (2010)
	Diploma of Management (BSB51107) (Nov 2011)
	Diploma of Business Administration (BSB50407) (Dec 2012)

### Education:

University of New England (2000 -)	MBA (5 subjects completed to date with distinctions including Marketing, Accounting and Law awarded Graduate Certificate of Management)
Dale Carnegie (1997)	Sales Advantage Course
Dale Carnegie (1996)	Instructor Training Course
Dale Carnegie (1996)	Executive Image Course
Dale Carnegie (1996)	Leadership Training for Managers Course
Dale Carnegie (1993)	Dale Carnegie Course
Hunter BEC (1992)	NEIS course -Small Business Management
RAAF Staff College (1979)	One-year full time leadership study course
University of the South Bank	Council of Engineering Professional year
Wimbledon Technical College	HNC Mechanical & Production Engineering
Sutton County Grammar School	7 'O' level GCEs, 1 'A' level GCE

### Board Memberships:

1995-1997	Board member of WEA Hunter
1997-1998	President of Hunter Council of Adult and Community Education
1997-2007	Director of Lake Macquarie Small Business Centre
1998-2000	Board member of Relationships Australia (NSW)
2005-2006	President Hunter Business Swap
2007-2008	National President/Board member Business Swap Australia

# ACHIEVEMENTS

## JULIAN CAMPBELL

---

### **GENERAL MANAGEMENT**

Leading and managing by example involving team members in all aspects of process.  
Matching organisation tasks, while ensuring today's and tomorrow's profitability.  
Planning company structure to handle major projects and implementing the changes.  
Managing multi-site operations.  
Formulating and periodically reviewing diversification plans in allied fields.  
Improving decision-making and communication within the company.  
Achieving customer satisfaction for timely delivery of quality products and services at the right price.  
Implementation of quality control (TQM for defence projects), EEO and OHS programs.  
Providing sound business advice on Finance, Planning, Marketing and Viability.  
Conducted feasibility studies into new technical and market areas.  
Development and implementation of Strategic Plans.  
Awarded "President of the Year - 2006" by Business Swap International

### **TECHNICAL MANAGEMENT**

Motivation of multi-disciplined teams.  
Project management and setting up new product lines.  
Establishment and control of defence standard quality systems  
Introduction of new technologies into companies.  
Management of priorities for scarce resources and equipment.  
Improved reliability of products and introduced value engineering techniques.  
Understanding of engineering designs and modifications from experience.  
Management of major projects using various scheduling techniques.  
Implementation of maintenance programs to ensure production continuity.

### **COMMERCIAL / MARKETING MANAGEMENT**

Introducing cost, budget and task achievement monitors to keep projects within costs and time scales.  
Cost analysis, costing procedures and corporate planning for introduction of major projects.  
Market studies and strategies for a variety of services and high technology systems.  
Stimulation of latent markets to achieve business growth.  
Assessing competitors while formulating pricing strategies.  
Setting up after sales-support organisations.  
Led marketing teams, winning export orders and managing contracts.  
Liaison with Project Directors and elected Government Members at all levels of government to establish trends and new developments.

### **COMMUNICATION**

Organised and instructed on formal and informal training programs to both teach and motivate.  
Organised and facilitated of client customer advisory boards and company boards.  
Use of accelerated learning techniques to train.  
Considerable technical writing projects throughout all of my appointments.  
Published author of McGraw-Hill (It's your Money ... So Get Paid & Stop the Wheel ... I Want to Get Off!))  
Numerous published business articles.  
Host of a regular radio show.  
Numerous paid key-note speaker engagements.  
High level of computer skills including Word, Excel, PowerPoint, Access, MYOB & Photoshop.

**Career:**

**CEO/MANAGING DIRECTOR**  
CATALYST FOR GROWTH PTY LTD

July 2001 - Present

Responsible for establishing, marketing and running my own consulting business providing executive coaching, business coaching, facilitation, training and business development for clients. Providing advice, coaching and training on leadership, financial control, business planning, marketing and sales to allow growth and survival. Development of Websites, Business and Operational Plans for clients. Delivery of accredited and non-accredited training (both classroom and face to face with trainees) in Small Business Management, NEIS, Frontline Management, Diploma of Management, Diploma of Business Admin and the Digital Enterprise Program. Plus we have a range of our own leadership, sales and business workshops and seminars.

**CEO**  
TURNBULL HILL LAWYERS

May 2001 – July 2001

Responsible to board of Partners for general management, business planning and financial growth of large legal practice. Unfortunately I was not given the authority I needed to run the operation and I resigned after 3 months.

**BUSINESS DEVELOPMENT MANAGER**  
SEFTON & LOUDON Chartered Accountants

Apr 1998 – Apr 2001

Responsible to the Partners for providing business coaching and business development service to themselves and their clients. Providing advice and training on financial control, business planning and marketing to allow growth and survival.

**DALE CARNEGIE INSTRUCTOR**  
McPherson and Associates

Apr 1996 – Apr 2001

Part-time instructor delivering evening Dale Carnegie courses in leadership, communication, human relations management, sales and presentation skills.

**CEO/GENERAL MANAGER**  
HUNTER BUSINESS ENTERPRISE CENTRE

Feb 1992 – Mar 1998

Responsible to a Board of Directors for the general management and daily operation of the Hunter BEC (a not-for-profit organisation). Including the formulation and control of budgets, establishment of a Registered Training Organisation (RTO) development of training curriculums and Business Plan to provide an excellent advising and training service to existing or new businesses and close liaison with government departments. The service offered general business advice on matters of financial control, business planning, marketing and viability to new businesses or those with problems and the NEIS program. Considerable public speaking, media and marketing activity to business, Government and Statutory bodies.

**CHIEF EXECUTIVE**  
CAMPBELL STUDIOS

Oct 1989 – Jul 1992

Responsible for establishing and running my own small business which manufactured and marketed a range of folk-art products. This included total control of all aspects of a profitable business.

**DIRECTOR OF OPERATIONS**  
FELLOWES MANUFACTURING (AUSTRALIA) PTY LTD

Jan 1987 – Oct 1989

Reporting to the Managing Director. Responsible for the general management and daily operations of the Australian company in the office products industry. Including total control of the production, distribution, purchasing, engineering and design functions.

- ❖ Project managed the relocation of the entire factory to a new purpose-built premises
- ❖ Project managed a JIT ordering procedure for raw materials
- ❖ Set-up production / inventory control on IBM 3600
- ❖ Involved with supplier negotiations to minimize costs
- ❖ Introduced new range of design products
- ❖ Introduced new technology to production line

**ASSESSING MANAGER**  
AUSTRALIAN ASSOCIATED MOTOR INSURERS LTD

Oct 1986 – Jan 1987

Reporting to the State Manager. Responsible for providing a level of service and standard of vehicle repair that continuously satisfied the needs and wants of AAMI customers whilst keeping costs to a minimum. Organized and conducted on-going assessor and repairer training programs.

**MARKETING AND OPERATIONS MANAGER**  
NOMALAIR-GARRETT MANUFACTURING PTY LTD

Oct 1980 – Jan 1986

Reporting to the Managing Director. Responsible for the general management and daily operation of two divisions in the light electro-mechanical engineering and service industries, including the formulation of policy, contract and project management, budget control, quality, total production output, marketing, engineering and training functions.

- ❖ Project managed and set-up a total F/A-18 component assembly and test facility.
- ❖ Project managed and set-up a total turbocharger manufacturing facility.
- ❖ Led overseas negotiations on the F/A-18 contract
- ❖ Restructured company to facilitate more efficient manpower utilization.

**SQUADRON LEADER**

**1973 – 1980**

MINISTRY OF DEFENCE (Royal Australian Airforce)

7 years experience up to the rank of Squadron Leader in engineering management, project management, control modifications, budgets and workshop management.

- ❖ Managed project planning and implementation with control of 12 project engineers.
- ❖ One year full-time staff college studies.
- ❖ Responsible for fighter squadron flight line where operational readiness depends upon proper scheduling, effective communication and timely analysis (150 technicians).
- ❖ Responsible for six overhaul workshops (150 technicians).
- ❖ Conducted engineering/cost feasibility studies preparing reports/briefings for senior management

Career prior to 1973 was as a Design Engineer and Draftsman working in England with Rank Precision Industries, BBC, Thomas Borthwicks and ICI.