

Lloyd Borrett

To find a challenging position with a forward thinking company where I can make valuable contributions to their growth, strategy formulation and business outcomes. Then as a hands-on change agent, use my marketing, communications, online sales, social media, management and business skills to enable the organisation to effect the chosen growth strategies, plans and tactics.



Skills & Expertise

Online Sales (B2C & B2B): eCommerce

Marketing (B2C & B2B): Marketing Management, Services Marketing, Product Marketing, Brand Development, Direct Marketing, Marketing Strategy

Online Marketing: Digital Marketing, Social Media Marketing, Online Advertising, SEO, SEM, PPC, Content Management, Analytics, Website Management/Optimisation

Email Marketing: EDMs, Deliverability, Email Optimisation/Testing, CRM Integration

Communications: Social Media, Public Relations, Media Spokesperson, Public Speaking, Press Releases, Press Conferences, Online PR, Online Communities, Communications Strategy, Thought Leadership, Reputation Management

Business: Strategic Planning, Project Management, Business Relationship Management, Internet Security



Education

FIRST YEAR OF DEGREE IN COMPUTER SCIENCE

R.M.I.T., Melbourne

1979–1980 | Major project was a Pascal compiler written in Pascal for Data General mini-computers.

HSC

Hellyer College, Burnie, Tasmania

1975 | Maths, Physics, Chemistry and Computer Science.



Community Service

Founder, inaugural President and honorary life member of the Melbourne PC User Group — the world's largest such user group.

Committee Member, editor and web master for the Victorian Sub-Aqua Group (www.vsag.org.au).

Secretary and web master for the Victorian Artificial Reef Society (www.vars.org.au and www.hmascanberra.com.au)



Interests

Scuba diving, Internet, computing, reading, music, concerts, theatre, movies, sailing and gliding (assistant instructor).



Career Summary

A versatile, results-orientated, hands-on executive who has succeeded for more than thirty-five years in a variety of progressively responsible and challenging assignments in the information and high technology sectors.



Personal Characteristics

An independent, professional evaluation, described Lloyd's personal characteristics as...

Confident, assertive, decisive, tactful and creative with high level presentation and communication skills. Consultative leader who is realistic and practical and concerned with the well-being of others. Measured intellectual abilities place him in the top 5% in verbal and numerical intelligence, and the top 1% in abstract intelligence.

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Endorsements

PETER FEAR, DIRECTOR, THE S.C.U.B.A. DOCTOR

"Lloyd enabled us to transform our business from a local dive shop into Australia's largest online dive store. Thanks to Lloyd we now sell nationally and internationally. He combined confident efficiency, common-sense strategic planning and spot-on decision making, plus plain old straight hard work, to produce an online sales solution that put our business ahead of the game."

PETER CAMERON, CEO, AVG (AU/NZ)

"During his four years with the Avalanche Technology Group (AVG AU/NZ), Lloyd provided strong leadership to our marketing team, more recently taking ownership of our PR and communications role. Lloyd attacks his work with passion and determination. Lloyd's skill set is broad. He has strong web skills, understands marketing, was able to quickly grasp the concepts behind security and turn himself into one of Australia's leading spokesman on security. A talented individual and a nice man."

PHIL SIM, CEO, MEDIACONNECT AUSTRALIA

"Having watched him speak at our events, Lloyd has an ability to engage an audience and build relationships with media, based primarily around his excellent subject knowledge and his very authentic personal appeal. I've also spoken to Lloyd for articles I have written on technology marketing, because Lloyd has such a well-developed understanding of marketing, particularly in an online environment and the underlying importance of measuring and achieving return on investment."

JAS DHALIWAL, HEAD OF SOCIAL MEDIA COMMUNITIES, AVG TECHNOLOGIES

"Lloyd has been a fantastic partner to work with in helping us to spread AVG's message far and wide using social media. He completely understands the medium and is able to make compelling content that resonates with a global audience."

PAT BITTON, GLOBAL COMMUNICATIONS, AVG TECHNOLOGIES

"Lloyd is a communication professional's dream — he jumps at media opportunities, is always on message, and simply oozes enthusiasm for his subject. No hesitation in recommending him!"

ALAN SINGER, NON-EXECUTIVE DIRECTOR, ITR GROUP

"In a very short period of time, in a rapidly growing and changing context, Lloyd has managed to capture

the essence of this emerging enterprise (the ITR Group) and all its' constituent business units and Lloyd has produced business profiles, web-sites, marketing strategies, tenders and associated material that is of the highest quality imaginable. Well done Lloyd!"

STEPHEN COLLARD, MANAGING DIRECTOR, EQUUS CONSULTING

"I can highly recommend Lloyd to anyone who needs strategic or tactical help gearing a business. Lloyd was pivotal in helping to rework our business after 2 significant acquisitions. Lloyd clearly understands how to align services with market needs and trends as well as re-defining brand, value and services and then tying it all together in an organisational structure that delivers your vision and business plan. And, he rolls up his sleeves and gets involved to deliver the new business with you."

TIM NORTON, CEO, OMNITON

"Lloyd is a pro at branding, positioning and channels. He stands alone with respect to the marketing of professional services, but at the same time is technologically and product savvy. Over and above this, he is a true blue Aussie that you can trust like a mate."

JOHN QUINN, OWNER, MOSS & HOOPER

"Lloyd's work was instrumental to the effort that enabled Oakton to successfully list on the Australian Stock Exchange immediately after the 'dotcom' crash. There can be few more challenging roles than the IT manager for an IT Consulting company! His leadership led to coherent systems that delivered consistently. No challenge seemed too tough and Lloyd demonstrated a key ability to get things done."

STEPHEN FROST, IT MANAGER, AUSTRALIAN CHRISTIAN SERVICES

"I have worked with Lloyd in a number of roles over the years, from his time at Expert IS right through to his role at Monash.NET. Lloyd is a fine individual, highly skilled, well networked, and I would have no hesitation whatsoever in endorsing any activity he is involved in."

More endorsements can be found on LinkedIn at www.linkedin.com/in/lloydborrett
References available on request.

Work Experience

CORTEX I.T. LABS *Global Marketing Manager*

Nov-11 – Feb-12 | Melbourne

Cortex IT Labs (www.cortexit.com) creates BackupAssist (www.BackupAssist.com), the number one backup choice for literally thousands of VARs, system administrators and SMBs in over 120 countries. 30 person private company, February 2012.

Responsibility for global marketing and online sales activities including SEO, SEM, PR and communications, and strategic market development.

- Started to create a fully integrated online sales, marketing and communications plan.
- Revised and relaunched email newsletters.
- Created the branding for two new products and started developing the messaging and web sites for these products.
- Quality reviewed and instigated changes to new mobile platform products.
- Managed the review and revamp of all SEM activities, plus the use of analytics.
- Normalised all product branding.
- Updated core web sites for enhanced SEO, plus added home page banners.

AVG (AU/NZ) *Security Evangelist*

Jun-10 – Oct-11 | Melbourne

AVG (AU/NZ) distributes the AVG Technologies range of Anti-Virus and Internet Security products to the Australian, New Zealand and South Pacific markets (www.avg.com.au & www.avgfree.com.au) 45 person private company, October 2011 with more than 4 million users and 3500 resellers.

Built the AVG brand and educated people about online security issues by leveraging social media, blogs, plus PR and communication skills.

- Devised and executed the AVG (AU/NZ) social media program across Twitter, Facebook, LinkedIn, YouTube and blogs.
- Created and leveraged informative, educational media releases and YouTube videos which were picked up and used by media outlets and bloggers worldwide.
- Regularly appeared as a guest on national TV and radio, plus popular podcasts.
- Sought out speaker for numerous events, business and community groups, giving security workshops across Australia and New Zealand.

AVG (AU/NZ) *Marketing Manager*

Nov-07 – Jun-10 | Melbourne

Responsibility for company web sites, online sales, marketing, communications, advertising, brand development, search engine marketing, email marketing, plus exhibition marketing.

- Managed and executed the online sales, SEO, SEM, PPC, plus social media, PR and marketing activities that resulted in growth from \$5 million to more than \$12 million in online sales.
- Innovative online and print advertising campaigns resulted in an increase from 800 to more than 3,500 resellers.
- Obtained a 20% increase in renewal rates by revamping and revising renewal email communications, plus optimising the online renewal process.
- Created, implemented and evolved a fully integrated online sales, marketing and communications plan for the region.

- Planned and executed product promotions and multi-channel activities.
- Managed several website redesigns, consistently delivering conversion rate and performance gains.
- Managed data driven web analysis, optimisation and testing methodologies to drive continuous online improvements.
- Rebranding, collateral design and event management associated with new product launches.
- Designed, planned and executed exhibits at various shows and exhibitions, including the annual 6m by 6m stand at CeBIT.

CHAORDENT *Founder*

Dec-05 – Present | Melbourne

Chaordent (www.charodent.com) combines traditional media, digital know how, and new ideas to deliver efficient online sales, marketing, communications and social media results.

- Created the branding, messaging, web sites and online shop for The S.C.U.B.A. Doctor. Transformed a local dive shop into Australia's largest online dive store selling nationally and internationally (www.scubadoctor.com.au).
- Created new branding and messaging, built company web sites, plus produced sales and marketing collateral for numerous SMBs, including: AESG, Chapman Hill, Insite Architects, Omniton, Pragmatic Training, WINenergy and The Trust.

ITR GROUP *General Manager, Business Innovation*

Feb-05 – Nov-05 | Melbourne

The ITR Group delivered specialist core IT consulting and recruitment solutions. Operating divisions included Infopeople and The Peer Partnership. 70 person, \$25 million per year private company, February 2005.

Responsibility for business innovation, marketing and communications.

- Identified new market opportunities and solution offerings for the ITR Group and its recruitment and IT consulting divisions.
- Re-branded and repositioned, plus produced new marketing materials and document templates for all divisions.
- Designed and built new CMS based web sites for the ITR Group, Infopeople and The Peer Partnership.

MONASH.NET (NOW READIFY) *Communications / Operations Manager*

May-03 – Oct-03 | Melbourne

Monash.NET is Australia's foremost provider of training, consulting, resources and tools for software developers. (www.readify.net) 20 person private company, September 2003.

Responsibility for company communications, marketing, advertising, direct marketing and strategic market development activities. Also responsible for policies and procedures, plus internal systems.

- Enhanced the web based client online booking and payment system to make the process more in-step with both client and business needs.
- Published a monthly email newsletter to some 4000+ recipients.
- Cleaned up and extended the email marketing database to enable targeted promotions to various key client/prospect segments.
- Created, produced and placed a series of innovative adverts for an integrated print advertising campaign.



Work Experience

- Designed and produced a set of marketing posters and training document cover sheets.
- Standardised company branding, marketing materials and document templates.
- Introduced standard templates for employment agreements, non-disclosure agreements and services agreements.
- Took over responsibility for an IT strategy review and developed an IT strategy plan. Recruited staff to begin introduction of the IT plan.

OAKTON LIMITED *National Marketing Manager*

Mar-00 – Mar-03 | Melbourne

Oakton provides IT solutions for businesses, mainly in the IT strategy and architecture, customised software development and systems integration areas. (www.oakton.com.au) 60 person, \$12 million per year private company, March 2000. 300 person, \$45 million per year listed public company, March 2003.

Overall responsibility for all marketing and corporate communications, plus partner alliances and relationships.

- Managed the re-branding and repositioning of Oakton prior to going public, plus the design, production and publication of the company's Prospectus.
- Identified new market opportunities and trends, plus devised, created and implemented the ongoing branding, positioning and service offerings of Oakton and its five divisions.
- Negotiated and implemented a joint venture between Intel, Microsoft, Dell and Oakton to establish a \$1.5 million Innovation Centre.
- Leading role in establishing the recruitment agency division Oakton People and obtaining its appointment to the Victorian Government Panel for the Provision of IT personnel.
- Refined and enhanced proposal materials, plus established guidelines for bid management.
- Creative oversight of the design process as it relates to user interfaces, web page layout and navigation, logos, posters and graphic illustration production.
- Managed the design and production of annual reports and other corporate communications, plus all print-advertising and marketing materials.
- Designed, built and maintained the award winning Oakton and Oakton People web sites. Made-over and maintained the Charter Wilson and mPower websites.

EXPERT SOFTWARE SERVICES (NOW INFOSYS)

General Manager

Jul-98 – Feb-00 | Melbourne

Leading provider of application software development and management services to some of Australia's most prestigious corporate and government organizations. 8 person, \$600,000 per year business, April 1996. 130 person, \$20 million per year business, January 2000.

Responsible for implementing and overseeing new strategic business initiatives, plus managing the company so as to remain highly profitable whilst achieving growth of over 100% per annum.

- Devised, proposed, negotiated and established a joint venture between Microsoft, Dell and Expert Software Services to establish the first Windows DNA Development Lab outside of the USA.
- Key role in establishing the successful Database Services profit centre, plus the recruitment agency business Expert People.

- Successfully implemented a strategy to introduce a tier of business unit managers into the company, plus expansion into NSW.
- Devised and managed a human resources and recruitment strategy to fuel the company's rapid growth. Staff satisfaction rate, as measured in an annual survey, was 100% satisfied and 65% highly satisfied. Staff turnover rate never exceeded 5% per annum.
- Implemented strategy to change from a 20/80 to 80/20 permanent to contractor staff ratio. Put in place an industry-leading training and career development programme for all staff. More than 70% of staff had Microsoft and/or Oracle certification.

EXPERT SOFTWARE SERVICES (NOW INFOSYS)

Marketing Manager

Apr-96 – Jun-98 | Melbourne

Partnered with the Managing Director in all strategic decision making and planning activities. Responsibility for all business development, general management, recruitment, human resources, logistics, partner alliance, account management, contract negotiation, sales and marketing activities.

- Established and managed an effective partner alliance with Microsoft. Caused Microsoft to choose Expert as its partner in a \$250,000 national road show in mid 1998. Chosen to present keynote presentation to audience of 1200 people at TechEd '97. Microsoft alliance attributable for over 75% of company revenue.
- Prepared Expert's entry, which was chosen as a finalist, in the Telstra and Victorian Government Small Business Awards 1997.
- Designed, built and maintained the company web site which was selected as a finalist in Microsoft's international "Activate the Internet" contest for 1996.
- Devised, created and implemented the overall image, values and style of the company. Designed and produced all print-advertising and marketing materials.
- Handled all communications and PR. Selected the PR agency.

VARIOUS OTHER ROLES FOR:

Protech Australia, Australian Surveying & Land Information Group, MicroHelp Computers & Communications, Univex Corporation, Repco (Australia), HiSoft Computers and BHP Information Systems. Details available on request.