

CURRICULUM VITAE

Richard P Gee

PERSONAL DETAILS

Name	Richard Peter Gee
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EDUCATIONAL HISTORY

Management Diploma – New Zealand Institute of Management.

Marketing Diploma – Auckland Institute of Technology

OTHER TRAINING

Direct Marketing
Export Marketing
Training & Teaching Skills
Conference Speaking
Leadership Development
NZ Liquor Management
National Speakers

PROFESSIONAL MEMBERSHIPS

New Zealand Institute of Management
NZ Institute of Marketing
Export Institute
NZ Direct Marketing Association
Sales & Marketing Executives International
National Speakers Association
NZ Association for Training & Development
NZ Institute of Quality
Australian Direct Marketing Association
NZ Chamber of Commerce

Membership Qualifications

ANZIM
Institute of Marketing - Member
Export Institute - Member
Direct Marketing Associations - Member
Sales & Marketing Executives international - Member
Business Network - Member
Institute of Quality - Member
NZ Association for Training & Development - Member
Australian Direct Marketing Association - Member
National Speakers Association – Member
Chambers of Commerce - Auckland and Wellington

Countries of Experience

New Zealand
Australia
United States of America
Singapore
Malaysia
Indonesia
Samoa
Tonga
New Caledonia
Fiji
Vietnam
Thailand
Sweden
Norway
Vanuatu

Career History

Richard P Gee Consultancy – 1979 to current
Saunderson Packaging Ltd – Company Director 1983-1993
Creative Décor Manufacturing Ltd – Managing Director
Trigon Plastics – Shareholder/Director 1972-1979
Wilkinson Sword – Sales Supervisor 1969-1972
J Yock & Co Ltd – Trainee Sales Cadet 1967 - 1969

PROFILE

Started my own Marketing Consultancy Business in 1979, which specialises in Marketing for small to medium owner operated business, sales and communication, training and development. Lecturing, conference speaking within New Zealand, Australia, Pacific Islands and the USA. See my web site for full details.

COMPETENCIES

<p>Marketing Consultancy</p>	<p>Review of current strategies, establish objectives, then implement practical strategies to suit the business needs. Problem identification and solving</p> <p>Authored book "Practical Marketing In New Zealand"</p>
<p>Management Systems</p>	<p>Reviewing management systems and implementing practical procedures to ensure people are managed efficiently and with concern to changing needs. Coaching of managers to succeed.</p>
<p>Chamber of Commerce Training</p>	<p>Creation of seminars as indicated by myself and Chambers' seminars including:</p> <ul style="list-style-type: none"> Better than Yesterday Customer Service Telemarketing Supervision Basic Sales Your Unique Point of Difference Major Accounts Sales Manager Interviews Awkward Customers Principles of Marketing
<p>In-house Training</p>	<p>Analysis of company and staff needs then research and design PowerPoint presentation as training tool along with individual handbooks to create a personalized training seminar presentation. - Then present seminar.</p>
<p>Leadership Development</p>	<p>Speaking at seminars and conferences to encourage leadership. Personalised coaching.</p>
<p>Public Speaking</p>	<p>Speaker at over 200 seminars, conferences, and key note speeches per year.</p>
<p>Problem analysis & solutions</p>	<p>Private Company director on several company boards, reviewing results and recommending solutions.</p>

Relationship management	Combining theory and best management practice methods to develop solutions for better management of client, staff and stakeholder relationships.
Customer focus	Holistic approach which includes understanding and responding to needs of customers, motivating staff, addressing barriers to performance, systems and processes, recognition and rewards systems.
Leadership and teamwork	Building teamwork based on empathy, shared understandings, leading by example, trust, loyalty, openness and commitment to team and individual goals.
Change management	Dealing with people aspects of change management which focus on open and honest communication, clear rationale for changes, peer mentoring, coaching, building skills capability and providing support to others.
Strategic planning	Includes values and visioning at multiple levels rather than top down or bottom up approaches to strategic planning. Building shared commitment to future direction.
Achieving balance	Recognising that everyone is at a different stage of his or her own life journey. Displaying empathy and compassion for others. Enjoying the present, taking risks and exploring new challenges so life remains a constant journey of wonder and discovery.
Small to Medium business ownership and development	Trigon Plastics – set up & created consumer products division, products, people, marketing strategies, markets, industrial related sell products, profit responsibilities. Set up Auckland and Wellington branches, investigated Australia and Singapore markets, participated in top management decisions on company and development, computers, patents etc.

<p>Small to Medium business ownership and development</p>	<p>Creative Décor – Set up for Ceramo Group new export manufacturing factory & selling organisation from scratch in home improvement and décor products. Achieved 90% export sales within 2 years to Australia, Singapore, Malaysia, Noumea, including K-Mart nationally in Australia, plus good share of New Zealand market. Trained demonstrators, representatives, controlled marketing, finances and strategies etc.</p> <p>Saunderson Packaging – Introduced Total Customer service based on research to customers, first company to use radio telephones, car phones, pagers, showrooms, direct marketing customer evenings, catalogues, team management structures, motivation of team members, awards, internal training, video newsletters, and inputted ISO 9002 accreditation within 3 months due to base systems in operation becoming the first service organisation on NZ and first distribution company in Australasia to become accredited</p> <p>Mr. Sparkel Laundries Ltd -Franchise operation cleaning blinds. Successfully developed from one outlet and on-sold to international franchise operator.</p> <p>Sportsgold.com – Start up business in card loyalty, currently under development.</p>
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RELEVANT ASSIGNMENTS

Have consulted with over 200 NZ companies for tasks and projects as varied as rescue to strategic development. See my web site for further details. Worked with Chambers and Enterprise Business groups, plus Small Business advisors too.

Current Marketing Clients

Buzzy Bee Toy Company, Warkworth
Buzzy Bee Licensing Ltd, Warkworth
Buzzy Bee International, Warkworth
Excess International, Akl
Impulse Marketing & Distribution Ltd, Akl
NZ Pharmacy Employment, Kumeu
Trendee Promotions Ltd, Onehunga
PCS Training, Wellington
Executive Events Ltd, Auckland
Training Point.net Ltd, Auckland
PSI (Printing on Shapes Innovation) Ltd, Onehunga
Actionmail Ltd, Auckland
Jon Wa Furniture, Vietnam
Video Promotions Ltd, Auckland
Fargate Agency, Switzerland
Alltrack Adventures, Wellington
Saito Group Ltd, Auckland
Case Borum Ltd, Rotorua
Maxwell Health Ltd, Helensville
Organic Foods Ltd, Albany
Pete the Plumber, French Bay Auckland
Finezza, Milford Auckland
Manchester Unity, Wellington
Premier Print Ltd, Auckland
Portland Hotel, Wellington
North Harbour Diesel & Turbo Ltd, Akl
Result Consultancy Ltd, Auckland
Manic Drainage Ltd, Glen Eden
Ad-A-Cab Ltd, Auckland
Iron Things Engineering & Forge, Kumeu
John Cowan Photography Ltd
Continuous Paperwork Ltd
Business Directions Ltd
BBW Accounting Ltd
Kinetics Ltd, Auckland
International Freight Management Ltd, Akl
The Gearbox Shop (Penrose) Ltd
Network Security Ltd
Tranzpac Agency Ltd
Blue 'n' Green Drycleaners Ltd
Pacifique Sud Maritime Ltd
Oceania Investments Ltd
Adsteam International Agency Ltd
Kitz for Cutz, Te Atatu
Staglands Wildlife Reserve, Wellington
Hirecom Buildings 2000 Ltd
Pacific Aerials Ltd
Bark Ltd, Tree & Garden Specialists, Wgtn
Mantrack Ltd, Auckland
Waiwera Thermal Resort
Waiwera Health Spa
Waiwera Boat Charters

Compacc Payroll
Business Directions
Club Physical
Sportsgold.com

<p>Most Recent Training Clients</p>	<p>Auckland Chamber of Commerce Wellington Chamber of Commerce Canterbury Chamber of Commerce Tauranga Chamber of Commerce Employers & Manufacturers Assoc, Akld Employers & Manufacturers Assoc, Wgtn Auckland Chartered Accountants Society Hamilton Chartered Accountants Society Auckland University of Technology Singapore Institute of Management Victorian Chamber of Commerce Vietnam Chamber of Commerce National Speakers Association of Australia National Speakers Association of NZ Bus & Tour Coach Operators Assoc. Motor Trade Association Enterprise Hamilton - and numerous private, in-company, personalised corporate clients</p>
<p>Lecturer in Marketing at AUT</p>	<p>Marketing for Commerce plus Hospitality Fashion</p>
<p>Author of</p>	<p>3 AUT Sales & Marketing Textbooks "Practical Marketing in New Zealand" published by Brookers. Many articles for business magazines and newspapers.</p>

<p>Directorships</p>	<p>Richard P. Gee Consulting Ltd Arrowsmith Holdings Ltd Mr Sparkel Laundries Ltd Impulse Distribution Ltd Saito Group Sportsgold.com Ltd International Freight Management Ltd Oceania Investments Ltd Pacifique Sud Maritime Ltd Tranzpac Ltd Oceantrans Tonga Ltd Buzzy Bee Licensing Ltd Jon Wa (Vietnam) Inc. ExecutiveKnowledge.biz Ltd www.successful.co.nz Ltd Richardgeewiz.biz Ltd</p>
<p>National Speakers Association (NSA) - a worldwide organisation for professional speakers</p>	<p>Membership held:</p> <p>Accredited Professional Speaker This is the second highest level of speaking recognition in the NSA, and represents client testimonials as to the quality of conference speaking and professional workshops.</p> <p>The acknowledgement is internationally recognised in over 25 countries around the world as an international standard of qualification for professional qualification for professional speaking.</p>