

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
New Zealand Liquor Management
National Speakers

PROFESSIONAL MEMBERSHIPS

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

I 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. I have lectured and spoken at conferences within New Zealand, Australia, Pacific Islands and the USA. See my website for full details.

COMPETENCIES

Marketing Consultancy	Review of current strategies, establish objectives then implement practical strategies to suit the business needs. Problem identification and solving. Authored book "Practical Marketing in New Zealand".
Management Systems	Reviewing management systems and implementing practical procedures to ensure people are managed efficiently and with concern to changing needs. Coaching of managers to succeed.
Chamber of Commerce Training	Creation of seminars as indicated by myself and Chambers' seminars including: <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
In-house Training	Analysis of company and staff needs then research and design PowerPoint presentation as training tool along with individual handbooks to create a personalised training seminar presentation – then present seminar.
Leadership Development	Speaking at seminars and conferences to encourage leadership, personalised coaching.
Public Speaking	Speaker at over 200 seminars, conferences and key note speeches per year.
Problem Analysis & Solutions	Private company director on several companies' boards, reviewing results and recommending solutions.

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.

<p>Small to Medium Business Ownership and Development</p>	<p>Trigon Plastics Set up and 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> <p>Creative Décor Set up for Ceramco Group new export manufacturing factory and 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 demonstrator, 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 ISO9002 accreditation within 3 months due to base systems in operation becoming the first service organisation in New Zealand and first distribution company in Australasia to become accredited.</p> <p>Mr Sparkel Laundries 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

I have consulted with over 200 New Zealand companies for tasks and projects as varied as rescue to strategic development. I have worked with Chambers and Enterprise Business Groups plus small business advisors too. See my website for further details.

Current Marketing Clients	<p> Buzzy Bee Toy Company, Warkworth Buzzy Bee Licensing Ltd, Warkworth Buzzy Bee International, Warkworth Excess International, Auckland Impulse Marketing & Distribution Ltd, Auckland New Zealand 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 Sailto Group Ltd, Auckland Case Borum Ltd, Rotorua Maxwell Health Ltd, Helens Ville 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, Auckland Result Consultancy Ltd, Auckland Manic Drainage Ltd, Glen Eden, Auckland 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, Auckland The Gearbox Shop (Penrose) Ltd Network Security Ltd Tranzpac Agency Ltd Blue 'n' Green Drycleaners Ltd Pacified Sud Maritime Ltd Oceania Investments Ltd Adsteam International Agency Ltd Kitz for Cutz, Te Atatu, Auckland Staglands Wildlife Reserve, Wellington Hirecom Buildings 2000 Ltd Pacific Aerials Ltd Bark Ltd, Tree & Garden Specialists, Wellington Mantrack Ltd, Auckland </p>
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Current Marketing Clients (cont.)	Waiwera Thermal Resort Waiwera Health Spa Waiwera Boat Charters Compacc Payroll Business Directions Club Physical Sportsgold.com
Most Recent Training Clients	Auckland Chamber of Commerce Wellington Chamber of Commerce Canterbury Chamber of Commerce Tauranga Chamber of Commerce Employers & Manufacturers Association, Auckland Employers & Manufacturers Association, Wellington 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 New Zealand Bus and Tour Coach Operators Association Motor Trade Association Enterprise Hamilton And numerous private, in-company, personalised corporate clients.
Lecturer in Marketing at AUT	Marketing for Commerce Hospitality Fashion
Author	3 AUT Sales & Marketing textbooks “Practical Marketing in New Zealand”, published by Brookers. Many articles for business magazines and newspapers.

<p>Directorships</p>	<p>Richard P Gee Consulting Ltd Arrowsmith Holdings Ltd Mr Sparkel Laundries Ltd Impulse Distribution Ltd Sailto 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 speaking.</p>