



Mark Robotham

PASSION, PRAGMATISM & PACE

LEADER, STRATEGIST, MARKETER, TECHNOLOGIST & CHANGE AGENT



www.growthmanagement.co.nz

Mark Robotham has built a reputation as an inspirational person, who can break complex situations and technology down to succinct pragmatic business strategy and messages. Best of all his pragmatic style and approach to business, transforms that strategic vision into executable activities that deliver results.

What makes Mark stand out is his ability to not only create break through moments for organisations, but to also create the momentum and the follow through required to execute and deliver results.

Over his 30year career in innovation and high growth companies he has hands on experience in many disciplines including: electronic and software design, Chinese & local manufacturing through to corporate management, international marketing, business consulting, capital raising and professional speaking.

Mark's last corporate role was Group General Manager – Product Development, Manufacturing & Product Quality for Brand Developers Ltd (BDL). BDL is a privately held consumer products company, with revenue across NZ & AUS of \$360M selling cosmetics, home appliances, gym equipment & tools.

During his 2-year term as a General Manager he: established commercial contracts and quality control for Chinese manufacturing of home appliances, lead 3 major recalls involving 300,000+ products in the Australian & NZ market, instigated a SAAS MRP implementation for the Auckland cosmetics factory he lead, his Product Development team launched multiple new products designed in house and manufactured in China.

Prior to BDL, Mark's leadership career has spanned three decades (chapters) and disciplines, all based on technology and leading change for commercial success in B2B sectors:

Chapter 1: **Engineering:** Electronics/ Software / Product Design & Development

Chapter 2: **Executive Management:** International Product Marketing, Projects Manager and Strategist (Managing 50 staff, responsible for \$75M product line)

Chapter 3: **General Manager & Business Consulting:** Innovation Commercialisation, Business Strategy, Finance, Capital Raising, Product Marketing, Governance, Facilitation, Manufacturing and Professional Speaking.

Mark has previously been an independent advisory board member for a number of companies.

Mark rounded off his academic credentials attending the Stanford, CA Executive Program for Technology Management in 2001, with one of the highlights, pitching to Guy Kawasaki. He has also attended the week long IOD directors course.

His current services include: business advisory, contract GM, facilitation, strategic planning, pitch coaching, general consulting on: preparing for investment, managing Chinese manufacturers, product recall and product marketing.

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