

Highly experienced business leader with outstanding track record of success within the petroleum and convenience retail sectors. Strategic visionary and motivational leader with organisational acumen and an inherent urge for action. Proven ability to maximise profitability, identify trends, analyse options and devise effective business systems. Commitment to innovation and professionalism.

“Life is too precious to waste one day.”

Work Experience:

Director and Owner, Moseal Ltd
Katikati, New Zealand

2000 – Present

- Own and operate Caltex Service Stations in Katikati and Opotiki
- Owned and operated Caltex Service Stations in Tauranga until 2014, Whakamarama until 2012 and Tauriko until 2010
- Increased company turnover from 3 million to 30 million in 15 years
- Increased company assets by 900%
- Improved net returns by 600%
- Maintained lowest staff turnover rate in industry
- Negotiated and developed local business plans that would conform to national business plans
- Developed new and unique business model to link local communities into our business
- Trained and developed local employees, rather than bringing in outsiders
- Created and implemented financial and strategic plans
- Diversified and remodelled business structure to cater for new, changing environment
- Created and implemented innovative and effective marketing plans
- Managed site rebuild after fire destruction

Director and Owner, LSEA Ltd
Katikati, New Zealand

2011 – 2013

- Owned and operated Penguin Sea and Surf
- Manufactured and marketed New Zealand made bags, boats, hunting, fishing and forestry products
- Gained invaluable insight into New Zealand owner operated entities
- Owned and operated C-Mart convenience store, Katikati
- Owned and operated Convenience store and Take a ways, Waihi Beach

Operations Manager, Star Service Stations Ltd
Auckland & Wellington, New Zealand

1998-2000

- Operated 46 businesses with an annual turnover of over 300 million dollars
- Employed over 800 staff members
- Generated more than 40% of the national parent company's annual profit
- Co-ordinated personnel placements, financial planning and strategic business issues
- Evaluated, re-designed and implemented systems
- Restructured the company
- Created and implemented strategic business plan
- Co-ordinated all divestments and site openings
- Attended retailer and franchise meetings
- Oversaw entire company operations in absence of general manager
- Managed and ran the opening of 26 business units within 12 months
- Completed restructuring of Wellington area within the company
- Developed and implemented the *Future Stars* program, which takes an untrained and uneducated teenager and professionally develops them through skills training
- Mentored teens through the Future Stars program and saw them advance through the business into management and senior management roles
- Reduced staff turnover by 60%

Hub Manager, Star Service Stations Ltd
Auckland, New Zealand

1996 - 1998

- Managed day-to-day operations of six retail sites on the North Shore of Auckland
- Recruited, trained and managed 80 staff members from frontline staff to managers
- Grew sales by careful management of all sites
- Maximised profits by increasing turnover and lowering expenses
- Increased customer satisfaction by providing a stable and well trained staff
- Reduced financial losses by 15% after innovating and implementing site-specific systems
- Increased staff retention by 20%
- Developed and implemented regional marketing plans in Auckland and North shore
- Managed the budget
- Evaluated staff and business performance
- Drafted and presented business reports
- Met deadlines

Site Manager, Star Service Stations Ltd
Auckland, New Zealand

1994 - 1996

- Managed day-to-day retail, fuel and convenience stores
- Recruited, trained and managed all front-line staff
- Executed, merchandising structures and company strategies according to the business plan
- Monitored budget targets
- Achieved and exceeded targets

Head Barman, Skotel
Mt. Ruapehu, New Zealand

1994

- Ran daily operations of a cocktail / house bar

Security Officer, Skotel
Mt. Ruapehu, New Zealand

1993

- Utilised preventative measures to help provide protection to assets and customers for hotel and bar

Ski Field Operator, Mt Dobson Ski Field
Fairlie, New Zealand

1992

- Operated ski hire shop

Orchard, Forestry and Shearing Gang Worker
Blenheim, McKenzie Country, New Zealand

1991

- Picked apples, Pruned and planted pine trees and worked in a Blade Shearing gang

Assistant Manager/Front Line Crew Member, Ronke Motors
Hamilton, New Zealand

1990 - 1991

- Ran the site in absence of manager

Front Line Crew Member, Shell Whitiara
Hamilton, New Zealand

1988 - 1990

- Sales assistant on the forecourt and as Cashier

Farm Assistant

Putaruru, New Zealand

1988 - 1990

- Assisted owner in running a 600 cow dairy farm

Memberships:

Elder at St. Enonichs, Presbyterian Church, Tauranga	2015 - Present
Chairman of the Western Bay Rugby Sub-Union	2010 - 2016
Chairman of the Caltex Retailer Board	2011 – 2015
Chairman of Katikati Sports Club	2008 – 2011
Chairman Caltex Retailer Advisory Group	2010 – 2011
Member Caltex Retailer Advisory Group and Caltex Retailer Board	2008– Present

Notable Achievements:

Developed financial portfolio worth 6 million	2006 - 2016
Rugby Referee to premier level	2009 - 2014
Completed four New Zealand Ironman Triathlons	1998, 1999, 2000, 2006
Represented New Zealand at Triathlon World Championship	2006
Awarded Katikati / Waihi Beach Retailer of the Year	2003
Survived cerebral brain tumour	1983

Professional Training:

<i>Dealing Effectively with Unacceptable Employee Behaviour</i> Auckland, NZ	2000
<i>Customer Service</i> Auckland, NZ	2000
<i>Star-Mart Franchise</i> Auckland, NZ	1994

Educational Qualifications:

<i>Rugby Referee Level 2 Certificate</i>	2010
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Lester James Gray
Tauranga
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New Zealand Rugby Union, Tauranga

Certificate in Vocational Agriculture
Flock House, Bulls Manawatu

1985

Sixth Form Certificate
Te Awamutu College, Waikato

1984

School Certificate
Te Awamutu College, Waikato

1983

Computer Skills:

Microsoft Office Suite, Accounting Made Ezy

Interests:

Swimming, running, cycling, running, skiing, horse riding, endurance events, outdoor activities, listening to classical music, coaching children rugby, triathlon
