



THE BRIDGE

INTERNATIONAL



THE BRIDGE BETWEEN STRATEGY AND EXECUTION



CONTENTS

1. Company Overview

2. Our Leadership Team

3. Brands We Work With and For

4. Our Practices

5. CXO2 - Customer Experience Specialists

6. Relevant Engagements

7. Case Studies

8. Leadership Team Bios

1. COMPANY OVERVIEW

The Bridge International is an alternative, innovative and non-traditional management consultancy established in 2018 operating in Australia and internationally, with deep client-side experience. We operate across multiple sectors including financial services, insurance, utilities, retail, government and not for profits.

We pride ourselves on our C-Suite executive experience and have walked in the shoes of our clients. We are practitioners first, not career consultants, however, we apply a comprehensive range of modern consulting methodologies in all that we do.

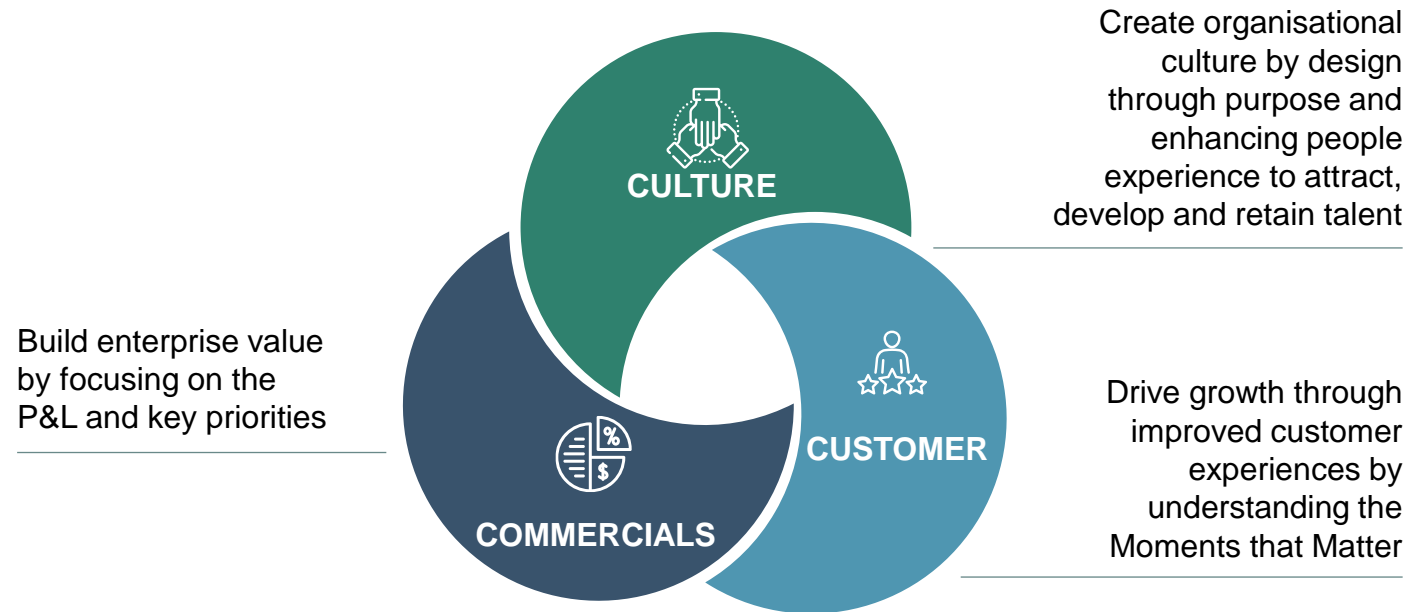
It's our experience combined with our team's varied backgrounds that brings diversity of expertise and insight, which helps us ensure our approach is always fit for purpose, agile and pragmatic, delivering real solutions that are actionable and effective.

Our clients implicitly trust The Bridge to provide honest advice, work as extension of your team to deliver results and a return on your investment in our services.

Our Bridge Triple Play Philosophy ensures that you always get the whole picture – culture, customer and commercials.

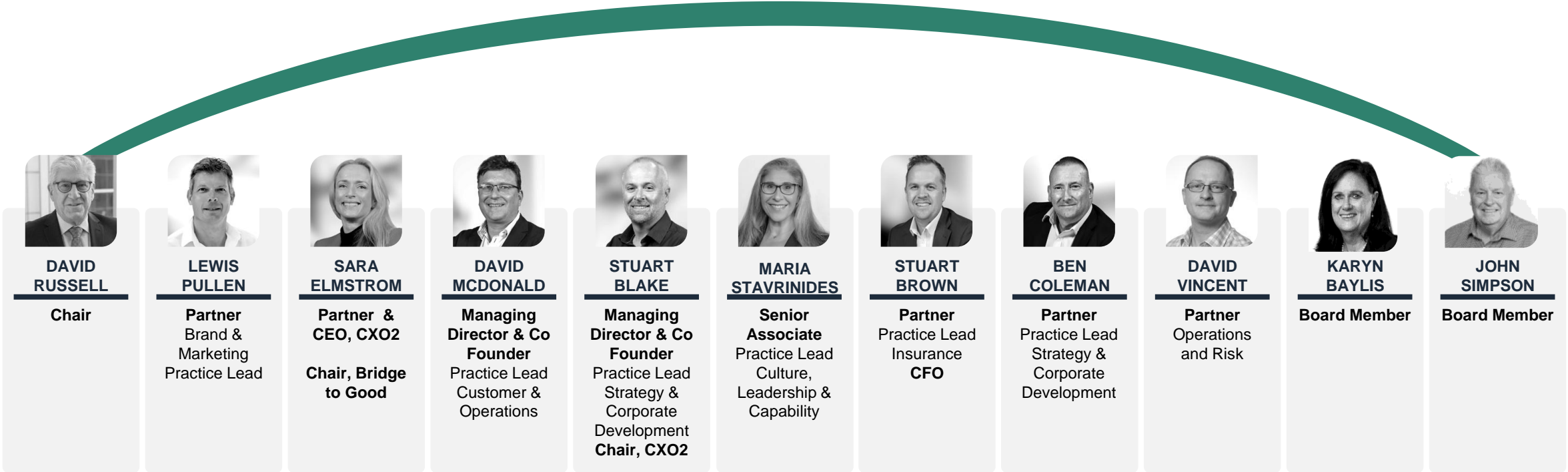
We work not only on the strategy, but also the execution, transferring knowledge and embedding sustainable solutions.

THE BRIDGE TRIPLE PLAY PHILOSOPHY



2. OUR LEADERSHIP TEAM

The Bridge has in addition a large network of Associates and Consultants who have deep business experience and range from Chief Executives, Chief Operating Officers, General Managers to Specialists. We match our experience and capability with the client's needs to ensure the right fit and fast-tracked outcomes.



INCLUDING OUR ASSOCIATES AND CONSULTANTS

We match experience and capability with the client's needs to ensure the right fit and fast-tracked outcomes

3. BRANDS WE HAVE WORKED WITH AND FOR

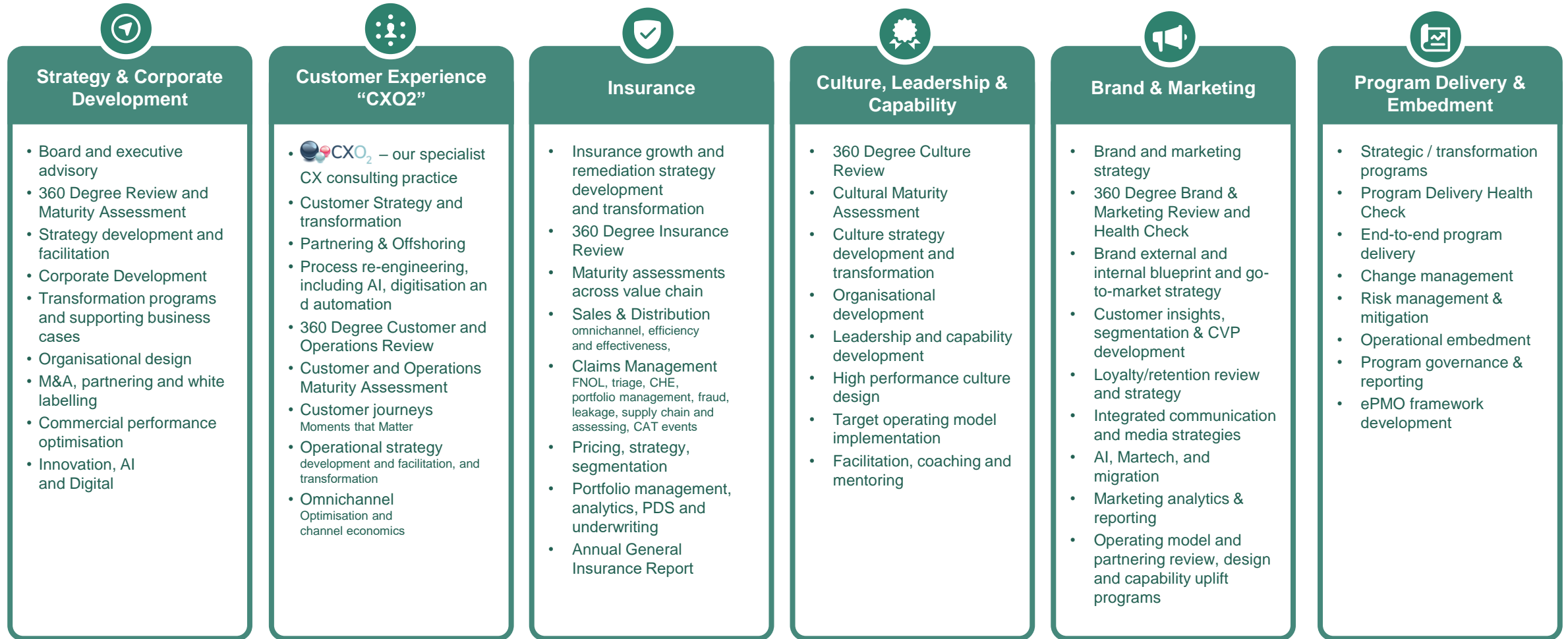
As experienced executives, we have worked for iconic brands locally and internationally.

We have also consulted to and worked with multiple industries with a track record of building long-term trusted relationships.



4. OUR PRACTICES

The Bridge has 6 key practices providing services across the end-to-end value chain.



Introducing



Breathing new life into customer experience

CXO2 is our specialist customer experience consulting business bringing you over 100 years of combined experience from a team of customer-obsessed professionals



Powered by


THE BRIDGE
INTERNATIONAL

5. CXO2 SERVICES:


SUPPORTING THE ENTIRE CUSTOMER JOURNEY, FROM STRATEGY TO EXECUTION

Our team of experienced, customer obsessed practitioners, work side by side with leaders on all aspects of CX transformation – from strategy, operating model, and customer journey design to operational transformation, digitisation, channel optimisation, and culture and capability.






Operations and CX have always been fast-paced, dynamic environments that thrive on people, energy and positive competitive tension.



This is why our team at CXO₂ were drawn to start our careers there – and it's what keeps us coming back.



Our executive background and team experience of over 100 years in the industry means we get the whole journey from strategy to execution.



6. RELEVANT ENGAGEMENTS

The Bridge has delivered sustained change across culture, customer and commercials. We have a track record of co-designing and embedding strategy, operating models, and CX transformation programs that help transform and embed long term change for our partners.

Five-year growth strategy and roadmap delivered for CEO, Group Executive & Board

Corporate Development strategies delivering market leading commercial outcomes

Award-winning executive and senior leader coaching programs to top 500 leaders in globally recognised brands

CX transformation strategy and execution improving key metrics by 50-75% and digital automation reducing cost to serve by 90%



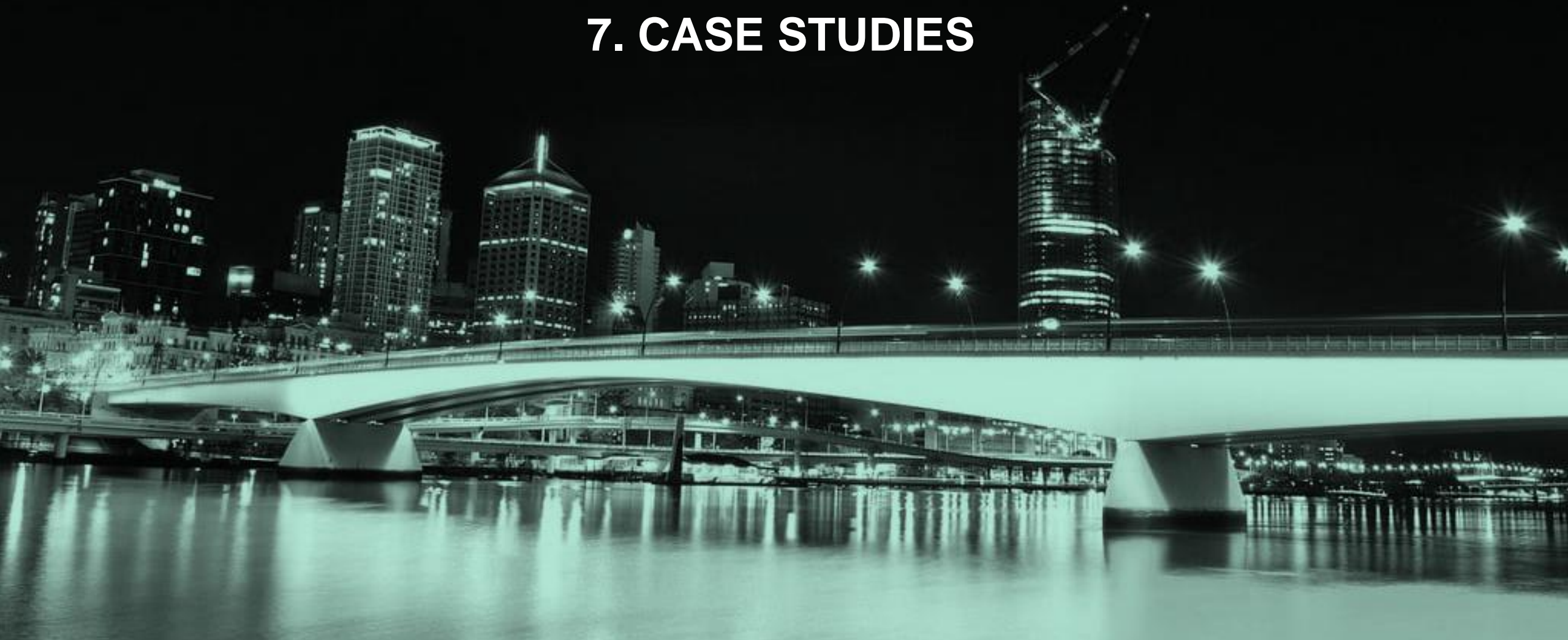
Cultural and operational transformation of \$19B Government agency

Disruptive breakout strategy for one of Australia's leading financial services brands

Marketing and loyalty program reviews for major retail and banking clients

Supply chain and technical skills uplift to build competency and commercial success for major insurance clients

7. CASE STUDIES



RAA INSURANCE SALE TO ALLIANZ

The Bridge was appointed as RAA's exclusive strategic advisor for the sale of RAA Insurance and entry into a 20-year distribution agreement with Allianz Australia.

This included identification the strategic options, testing of market appetite, deal structuring, partner capability assessment and shortlisting, Information Memorandum development, operating model design, governance, finalisation of the transaction documents (Share Purchase Agreement (SPA), Transition Services Agreement (TSA) and Distribution Agreement (DA) and transition planning.

The Bridge offered RAA a highly adaptable and versatile engagement scope and transition plan leveraging our extensive M&A experience. This model enabled us to drive value to RAA continuously throughout each stage of the transaction.

**ADVISING RAA ON
THEIR SALE OF RAA
INSURANCE AND
ENTRY INTO A
20-YEAR
DISTRIBUTION
ARRANGEMENT
WITH ALLIANZ**

BETTER VALUE

Achieved sale price above RAA's initial expectations

OPERATIONAL DESIGN

Operating model design to uplift member experience

MEMBER-FIRST

Enable RAA's members to get competitive long-term premiums

LOCAL JOBS

Maintain key customer facing functions within SA

CUSTOMER EXPERIENCE UPLIFT



CXO2, powered by The Bridge, conducted a comprehensive review of the contact centre of a private health insurer, addressing several issues, including long wait times and high abandonment rates.

Following a detailed analysis and recommendations, they implemented short-term and long-term strategies, improving workforce planning, reporting, leadership, and coaching. These efforts significantly enhanced member experience, reduced attrition and wait times, and fostered a high-performance culture. The transformation not only boosted the contact centre's efficiency but also improved the organisation's overall reputation and member satisfaction.

- ✓ Comprehensive review and a transformation plan for the contact centre across 3 horizons.
- ✓ Cultural transformation including new ways of working, planning and introduction of agile test and learn principles.
- ✓ Enhanced capabilities through workforce planning, advanced reporting, leadership development, and frontline coaching.
- ✓ Development and training of a customer engagement framework to support values-driven conversations
- ✓ Performance improvements, leading to reduced wait times, lower attrition rates, increased member satisfaction, and a stronger organisational reputation.

IMPROVED QUEUES

Reduced Average Speed to Answer from 7 minutes to 30 seconds overall.

BETTER SERVICE

Improved Grade of Service from under 20% to 80% of calls answered in 60 seconds.

INDUSTRY-LEADING

Improved Abandon Call Rate to less than 5%, which is a market-leading result.

IMPROVED ADVOCACY

Customer Ratings improved from 2.2 stars to 4.4 stars within six months.

**TRANSFORMING
THE MEMBER
EXPERIENCE IN
PRIVATE HEALTH**

CLAIMS OPERATIONS UPLIFT

The Bridge was appointed by a major, specialist commercial lines insurer to enhance the performance of their end-to-end claims operation, which included addressing several supply chain issues.

The Bridge was selected for their extensive client-side claims experience and their comprehensive understanding of the broader claims' ecosystem. The client was grappling with contact centre performance issues and lengthy claim processing times, which delayed the initiation of repair work. This resulted in low NPS scores and inflated costs due to an increased reliance on cash settlements, which were viewed as a quick fix to customer issues. The Bridge leveraged data to gain new insights into the root cause of these issues, leading to improvements in the FNOL and triage process.

- ✓ Improvement in NPS score with 70 achieved up from 53 prior to the claims transformation.
- ✓ Comprehensive review of the end-to-end claims operation including addressing supply chain issues and implementation of claims transformation program.
- ✓ A new, unique and transparent claims supply chain model, that improved response times and cost of assessing and repairs.
- ✓ Number of claims activities reduced by up to 40% due to improved processes and reduction in cycle times.
- ✓ Performance improvements: repairs commence as early as day 2 due to immediate authority and reduced dependency on loss adjustor review.

MEETING EXPECTATIONS

Significantly improved Repair Timeframes from 95 days to 23 days turnaround.

FASTER PROCESSING

Claims approval times improved by 96% which also improved commencement of repairs.

BETTER COMMERCIALS

Average repair cost reduced by 25% and 33% improved repair rate vs cash settlement.

IMPROVED SATISFACTION

Achieved 86% CSAT score based on service received from repairers.

**END-TO-END
CLAIMS
OPERATIONAL
REVIEW FOR A
LARGE
COMMERCIAL
LINES INSURER**

360-DEGREE CLAIMS REVIEW

The Bridge conducted a comprehensive review of the end-to-end claims operation for a leading Australian mutual.

This included a 360-degree review and maturity assessment of the claims operation. The insurance industry is experiencing unparalleled shifts; increased major event frequency and severity, hardening reinsurance market, profitability challenges, regulatory oversight not to mention accelerating advances in technology and changing consumer expectations.

The impact of many of these trends are exacerbated in Claims where claims cost, operational capacity, margin and the fight for talent creates growing pressures and this is why the client engaged The Bridge to help. The Claims Transformation Program delivered by The Bridge resulted in total program costs producing a 3x return on investment in the first year.

- ✓ Comprehensive review and claims transformation program delivered across 3 horizons.
- ✓ Allocation Rate: achieved a 7 pt increase Recovery Rate: achieved a 7 pt improvement
- ✓ Delivered a 10% reduction in average handle time and improved overall customer experience.
- ✓ Performance improvements, delivered a supply chain average cost improvement of 9% inflation vs. market 15%
- ✓ Improved compliance adherence

DIGITAL UPLIFT

100% increase in digital lodgements and efficiency gains.

IMPROVED QUEUES

100% improvement in Grade of Service.

SHORTER CALL QUEUES

Reduced abandonment rate by 36% overall.

BETTER ADVOCACY

Improved Net Promoter Score (NPS) by 10+ points overall.

**TRANSFORMATION
FOR LEADING
AUSTRALIAN
MUTUAL**

WHITE-LABEL BRAND DEVELOPMENT

The Bridge developed a detailed business case, customer value proposition (CVP) design, and market entry assessment for one of Australia's leading retail and loyalty brands.

Our objective was to support the client in evaluating the feasibility of entering the general insurance market. We created a comprehensive, fully loaded business case to assess the associated costs, growth potential, revenue opportunities, and key sensitivities impacting market entry.

As part of this engagement, The Bridge designed a hypothetical CVP tailored to the client's brand and customer base. We conducted an in-depth analysis of the client's extensive data assets to uncover opportunities for enhancing marketing efficiencies and customer targeting. This data-driven approach helped refine the proposition, ensuring it was both commercially viable and aligned with customer needs.

- ✓ Comprehensive Business Case and Board Presentation
- ✓ Hypothetical Marketing launch and CVP design
- ✓ Expense and Cost model developed including launch marketing budgets and FTE requirements
- ✓ Short listed underwriters and assessment of potential underwriting partners
- ✓ Overview of the General Insurance market to assess market conditions for launch
- ✓ Undertook deep dive analysis of behavioural datapoints across loyalty platform to use in marketing and risk assessment purposes in distributing an insurance product.

CLEARLY ARTICULATED CVP

**Fully developed
CVP and design
for launch**

LAUNCH PLAN

**Developed
launch plan and
shortlisted
underwriters**

BUSINESS CASE

**Fully developed
business case,
top and bottom
line**

BOARD PRESENTATION AND DECISION

**Board paper
recommendations
presented**

WHITE LABELLING BUSINESS CASE, CVP & MARKET ENTRY ASSESMENT

LEADERSHIP DEVELOPMENT

This program of work was designed to deliver outcomes where leaders demonstrate consistent behaviour to drive and sustain a constructive, open and accountable culture.

This included demonstrating passion for organisational purpose, coaching and developing teams, managing performance, and leading change.

This program of work was delivered alongside the internal culture and leadership team to:

- Rollout the Inspire Leadership Program
- Deliver test and retest LSI 360 Assessment and a Coaching Program for senior leaders
- Deliver of Inspire coaching series

We achieved 99% rating across the group:

- ✓ Co design and deliver the Inspire leadership Program delivered to approximately 200 leaders including Executive, Senior and People leaders.
- ✓ LSI 360 assessment and coaching program for approximately 50 Senior leaders
- ✓ Tailor-made Group coaching series delivered for the Group executive and Senior leadership cohort on topics including Feedback, Psychological Safety, Prioritising and Change

LEADERSHIP STYLE

Positive changes in constructive behaviours: Self Actualising and Humanistic Encouraging

INDIVIDUAL DEVELOPMENT

Senior Leaders found debriefs & action planning valuable and their coach knowledgeable

INSPIRE PROGRAM

Delivered to 200 Executive, Senior and People Leaders with satisfaction of 97% average.

GROUP COACHING

Delivered to the top two levels of leadership with an average satisfaction rating of 99%.

**ENGAGED BY A
LARGE
GOVERNMENT
DEPARTMENT TO
DELIVER A
LEADERSHIP
DEVELOPMENT
PROGRAM**

8. LEADERSHIP TEAM BIOS





STUART BLAKE

MANAGING DIRECTOR & CO FOUNDER

Practice Lead Strategy &
Corporate Development

Stuart has over 30 years' experience in executive and board positions. He is The Bridge's lead advisor for Strategy and Corporate Development. Prior to The Bridge he was a Chief Executive at Wesfarmers and IAG. He is the Chair of CXO2, a customer experience specialist and Director of The Bridge to Good foundation which supports Lifeline, Dementia Australia and Cancer Council.

Stuart has spearheaded strategic, transformational, and corporate development initiatives for leading Australian brands and serves as a trusted advisor to boards, CEOs, and Group Executives. In 2018, following a distinguished corporate career, he co-founded The Bridge International. As an entrepreneur, Stuart has successfully launched startups, scaled them, and managed large, mature businesses, driving cultural, customer, and commercial success in highly regulated and competitive markets.

Insuretech pioneer

At Wesfarmers, Australia's largest conglomerate, Stuart served as Chief Executive of Coles Insurance, which quickly became the fastest-growing international insurance start-up, reaching 200,000 and then 400,000 customers. This pioneering Insurtech disruptor has become the most successful non-traditional insurance brand in Australia.

Transformational leader

As a respected leader who delivers results, Stuart has been the principal force behind The Bridge International's assignments across multiple industries and over 30 brands. His expertise spans Strategy, M&A, Customer & Operational Transformation, Organisation Design, and Culture & Leadership. Stuart has transformed large-scale operations with over 2,000 employees, overseen 4 start-ups generating over \$1 billion in revenue, and possesses extensive experience in P&L, strategy, risk and compliance, and distribution.

Master negotiator

Stuart has been involved in multiple M&A transactions on both the sell and buy sides, as a Chief Executive and Group Executive. Stuart was the lead advisor for the acquisition of RAA Insurance by Allianz in 2025. The business was acquired for \$642 million (pending regulatory approval) at a PE ratio of 26 times FY24 earnings. The Bridge successfully negotiated a market-leading 20-year Distribution Agreement for RAA.

Commercial and purpose-led

Stuart specialises in cultural and business transformation, turnarounds, start-ups, and low-cost value-based disruptive business models. He excels in evolving large incumbent organisations by fostering purpose-driven cultures that thrive in increasingly competitive environments.



DAVID MCDONALD

MANAGING DIRECTOR & CO FOUNDER

Practice Lead
Customer & Operations

David co-founded The Bridge to bring non-traditional ways of working to consulting and deliver the best value for money for our clients.

David brings over 25 years of experience as Chief Operating Officer working within business and consulting to many industries including Healthcare, Insurance, Financial Services, Energy and Retail.

Chief Operation Officer Roles

David performed COO level roles within some of Australia's iconic brands and is a successful leader demonstrating a capacity to run complex businesses within highly regulated and competitive markets.

Passion for customer-led business transformation

He is passionate about both setting up new and transforming existing businesses to be customer led, simple and to be fit to deliver the right commercial returns.

He has worked in Australia and internationally, which has given him invaluable insights on driving operational performance excellence today, as well as the emerging trends which will drive world class customer experience in the future. His curiosity for customer and operations has led to extensive subject matter expertise.

Finding simple and practical solutions

David is known to provide a distinctive, no-nonsense voice within organisations, breaking down complex issues and finding simple and practical solutions. He likes to de-mystify over engineered business strategy and brings a voice of calm.

Omnichannel customer experience and Operational design expertise

David specialises in operational design, customer/client led journeys, business transformation and embedment of change initiatives to fully realise benefits from a culture, client and commercial perspective.

David also has a wealth of experience in running best in class omni channel businesses, with many in the transformation of offline operations and sales to digital channels.



SARA ELMSTROM

PARTNER & CEO CXO2

Sara is an experienced executive with 25 years of international experience and a diverse industry background. She is an intuitive and values-driven leader with a commercial and decisive approach. Sara chairs Bridge to Good, The Bridge International's foundation and is an Advocate of Lifeline's Unify Help Project.



Drawing from her 25-year career working with and for iconic brands, Sara connects with people throughout the organisation from the boardroom to frontline to provide an impactful external perspective. Sara takes a digital where-it-makes-sense approach to experience design leveraging the power of human to human to create meaningful connections of mutual value.

High performing, connected teams

Sara's extensive repertoire includes working with large corporates, start-ups, and not-for-profits with multi-national organisations.

Sara builds and enables high performing teams that deliver across the Triple Play. She has held multi-disciplinary leadership roles of over 2,000 staff, leading functions such as CX design, digital, distribution economics, sales, service, claims, first line risk, training, people & culture, and workforce planning, and continuous improvement.

Design thinking for long-term change

Sara's expertise is leading transformation through a focus on culture, customer and commercials using Human Centred Design principles in her work. This passion for solving problems on a broader scale led her to leave corporate and move into consulting where she continues to help businesses transform and optimise performance by working with their best asset – their people. Customer obsessed, Sara helps executives build deeper relationships with their customers.

Purpose driven, commercial leader

Sara is an intuitive and values-based leader with a commercial and decisive approach as is evidenced by her role as Chair of The Bridge's foundation, Bridge to Good.

She believes in 'progress, not perfection' and works with businesses to create pragmatic, achievable plans that deliver real value.

Sara is an active coach and mentor and a passionate advocate for diversity, inclusion and belonging in all aspects of life and work.

International cross industry career

Sara has a broad international experience in ANZ, Europe, Africa, Asia and the US with a diverse industry background including financial services, insurtech, health, mental health, utilities, and travel with iconic brands such as Wesfarmers, Lifeline, Virgin Holidays, IAG, Coles, NRMA, icare, TalkTalk, AXA, AIG, RAA, RACQ, Wesley Mission, Tokio Marine, Guild Insurance, Beyond Bank, Maxxia, and American Express.



LEWIS PULLEN

PARTNER
Brand & Marketing
Practice Lead

Lewis is a C-Suite brand, marketing and digital executive who has managed or consulted to iconic brands across different categories and markets, including the UK, Europe, US, Middle East, Asia, New Zealand and Australia. He has an MBA and is a Graduate of the Australian Institute of Company Directors.

Lewis has held some of the highest profile chief marketing officer roles, including Air New Zealand, Qantas, NRL and IAG and therefore has deep subject matter expertise across brand, marketing, digital, PR and media, sales, customer and loyalty disciplines. He has been recognised by CMO Magazine in the top 50 most innovative and effective marketers and has received many campaign awards during his corporate career.

Passionate about building brand from the inside out

He is passionate about building great brands from the inside out, focused on embedding the brand values into the organisation.

Fresh ideas sourced from other industries and markets

He always draws on his practical experience client side, which enables him to identify issues and develop solution at pace, often bringing fresh ideas from one industry into another.

Collaborative style

Lewis has a highly consultative and collaborative style, key to success in his Corporate marketing roles. He applies this in his Bridge engagements, always ensuring that all stakeholders are engaged in the process

Experience across multiple industries

Lewis has worked with The Bridge since its inception in 2018, helping develop the consulting brand and differentiated value proposition. Since then, he has worked as the brand, marketing and corporate comms subject matter expert on many clients in the Financial Services, Health, Event Management, Media Services, FMCG, Recruitment and Retail sectors, from start up to large corporates.

Creative and innovative solutions

Lewis is always looking for creative and innovative solutions that can drive brand distinctiveness, value proposition and positioning differentiation. He has a passion for digital technology as an enabler of great customer experience.

However, he also considers the fact base and customer data insights when developing strategy.



STUART BROWN

CFO & PARTNER
Practice Lead Insurance

Stuart is an experienced executive within the Australian financial services and professional services industry, with significant expertise across commercial leadership, data, reporting and insights, digital and process design and strategy. Stuart has deep general insurance expertise having managed major short tail portfolios at Suncorp, IAG and Wesfarmers..

Stuart is a highly skilled executive with extensive experience in the Australian financial and professional services industry. His expertise spans commercial leadership, data, reporting and insights, digital and process design, and strategy.

Financial Data insight-led commercial strategies

Stuart is a seasoned negotiator who has facilitated commercial negotiations between parties, developed termination principles and service level agreements, and acted as a conduit between the business and legal teams. He has a wealth of experience in supporting CFOs and commercial executives in developing commercial strategies that drive profitability and cost savings. Stuart's knowledge of all the commercial levers that can be pulled across the value chain allows him to identify and support the development of commercial strategies, regulatory compliance, brand/PR, culture, customer growth, and cost-out initiatives, as well as root cause issues across the business.

Improving profitable outcomes

Stuart's experience extends across multiple industries and markets, including Financial Services, Utilities, Government, Insurance, and Retail. As the Bridge Partner leading the insurance practice, Stuart has played an integral role in establishing commercial insights that have improved profitability outcomes for numerous clients. His expertise and data-driven insights have enabled him to identify performance improvement pathways for businesses looking to transform, grow, or optimise their profitability and processes.

Experience across multiple industries & markets

He has a proven track record in profit and loss management, business planning, process reengineering, operational delivery, technology, and project management, and strategy design. Stuart has led several commercial transformation programs, with a turnaround of \$150m+, that involved driving new pricing strategies and expense management controls to improve long-term performance issues. He has experience in pricing optimisation and establishing technical pricing operations.



MARIA STAVRINIDES

SENIOR ASSOCIATE
Practice Lead Culture,
Leadership & Capability

Maria is a leading organisational development executive and registered psychologist with a career spanning corporate change including people and culture, organisational design, training and leadership program. She has consulted to CEO's and group executive including Qantas, Westpac and IAG.

Maria is passionate about people and performance, striving to bring about behaviour change that translates into performance outcomes. She has extensive experience in organisational consulting, specialising in People and Culture, Coaching and Leadership Development.

Driving people engagement and high-performance cultures

For over 25 years, Maria has worked as a consultant, manager and executive team member. She is a culture and leadership expert and has worked alongside organisations delivering fit-for-purpose solutions that drive a positive and productive work culture and people engagement.

Expertise in Leadership Assessment and Development

Her behavioural science background and expertise in assessment and development support transformation and change enablement. She is a leadership development expert, leading various programs of work designed to uplift behaviour capability in leaders and leadership teams.

Culture Transformation and Organisational Development

Maria has led several cultural change and transformation initiatives, including rollout of success culture frameworks incorporating organisational design, strategic planning, defining purpose, values and behaviours, executive team alignment and behavioural coaching.

Experience across multiple industries

She has worked with organisations spanning several different industries including finance, insurance, airlines, transport, manufacturing, health and sport to name a few, and has worked across all organisational levels including executive leadership.



BEN COLEMAN

PARTNER

Practice Lead Strategy & Corporate Development

Ben is an accomplished professional with over 20 years' experience in the financial services sector, he has held both executive roles and consulting engagements with some of Australia's leading ASX top 25 companies, including Westpac, IAG, Wesfarmers, Swiss Re, icare, Accenture, Colonial and MLC.

Ben has been the strategic lead on large-scale go-to-market strategies. With a proven track record in building competitive advantage, leading change, and delivering strong financial returns, through the design and execution of comprehensive growth strategies and disruptor platforms.

Strategy Innovation

A strategic innovator and advisor who can influence at the highest level, Ben has led the design and execution of market changing strategies enabling profitable growth and cost optimisation for brands, operating across Banking, Insurance, Health and Property, including Westpac, Accenture, IAG, NRMA, RACV, RAA, RACQ, SGIO, SGIC, OAMPS, Coles Insurance & Wesfarmers Insurance.

Removing complex barriers to execute strategy

Ben is a leader focused on removing complex barriers to enable seamless execution, with an ability to adapt quickly when environments change.

Program Management and Delivery

Ben has deep experience in the delivery of large-scale transformation programs, including operational remediation, customer innovation, low-cost operating model design and the application of Agile project methodologies. This has enabled the successful execution of major programs for leading brands across the Finance and Insurance verticals. Ben has a commercially savvy leadership style, that embraces collaboration, trust, integrity and accountability.



DAVID VINCENT

PARTNER
Operations & Risk

David's journey in the world of customer experience began in contact centres, where he started as an agent on the frontlines. His expertise grew as he transitioned into leadership roles, managing multi-site and blended operations across Australia, New Zealand, and Vietnam.

With extensive experience in Private Banking, General Insurance, Crisis Support, Local Government, and Food Relief, David brings a unique blend of lived frontline experience and strategic leadership. He excels in navigating complex business challenges and leading teams to achieve outstanding results.

Bias for action

David is known for his hands-on approach to delivering business outcomes. Utilising agile and lean methodologies, he focuses on managing risks, driving business process improvements, and optimising financial results. He leverages diverse frameworks to solve complex problems, translating strategic thinking into actionable, tangible outcomes.

Holistic leadership

David's expertise spans Human Resources, Operations, Digital, and Strategy. He integrates these disciplines to design exceptional experiences for both employees and customers. His empathetic leadership style ensures that he understands the needs of individuals and teams, fostering a collaborative environment where sustainable change can flourish.

The whole picture

David's experience working across large and complex organisations is backed up with compassion and empathy for the teams and individuals who make up those organisations. He takes the time to understand the context for the business, as well as all the people in the business – he knows this is the way sustainable changes are built.

Passion for customer-led business transformation

David remains passionate about the dynamic world of contact centres and customer engagement. He thrives on the energy of high-performing operations and is equally comfortable analysing data, refining forecasts, or guiding executives on strategic direction. His goal is always to elevate the customer experience while aligning it with business objectives. He has led transformative projects in sectors as diverse as insurance, medical services, and crisis support, collaborating with leading brands like NRMA, CGU, Marie Stopes, Lifeline, and Teachers Health.

Making the complex simple

In a changing world, where client demands overlay employee expectations and stakeholder requirements, every business is faced with increasing complexity. David has the skill for unpicking the threads of complex challenges to identify the core issues and coaching business leaders to focus on the crucial actions that will support success. He brings knowledge and practical support when working alongside client teams, getting directly involved in supporting implementation as well as providing tailored advice and guidance. It's not only the immediate support he brings, but a longer-term uplift in future capacity.

THANK YOU

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