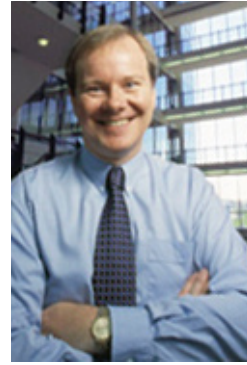


## Consultant Profile

**Paul Rushton**  
MBA, BSc (Hons), MAICD  
Principal



### Background

Paul is an innovative and accomplished marketing strategist with over 25 years business experience. His career includes 20 years at blue-chip companies and 10 years on senior management teams in Australia.

With a strong background in using marketing to drive sales growth, Paul specialises in helping companies translate business ideas into attractive customer propositions, to develop realistic market goals, and in creating new revenue streams through market development and demand generation activities.

Paul has worked extensively in Australia & New Zealand and across Asia, including leadership of Asia Pacific marketing activities and the launch of a large business into the Chinese market. In the UK and Europe Paul lead strategy, marketing and business development teams in an FTSE 100 company.

Academic qualifications include a BSc in Psychology and an MBA from one of Europe's most prestigious business schools. Paul is also an active member of the Australian Marketing Institute and the Australian Interactive Media Industry Association.

From early in his career as a business consultant in the UK, Paul has worked directly with senior management of both large and small companies. This has led to contributions to the global strategy of major corporations on several occasions.

A passion for working at the cutting edge in areas which shape our world has resulted in sustained focus on two particular aspects of business:

- Understanding the technical and operational capabilities of a business, and matching this against what customers would value and what is commercially viable.
- Helping businesses take control of their own destiny through pro-active strategies for market positioning, creating customer value, and building customer franchise.

### Positions Held Include:

- Factiva - Asia Pacific Marketing Director (interim role)
- Oracle Corporation - Marketing Director
- Silicon Graphics - Director, Marketing & Business Planning
- StorageTek - Marketing Director, Asia Pacific (non-Japan)
- Fujitsu - Senior Manager, Marketing
- Optus - Launch Manager (original market entry)
- ICL - Manager, Market Exploitation & Strategy (global role)
- Committee of London Clearing Banks - Consultant
- Manchester Business School - Member of Research Staff

### Functional Experience

- Brand management
- Product management
- Communications & PR strategy
- Market planning & development
- Market segmentation
- Market sizing
- Positioning strategy
- Value proposition development
- Customer experience design & CRM
- Go-to-market strategy
- Sales coverage design & planning
- eMarketing, web, online marketing
- Demand generation:  
Customer acquisition, growth, and retention
- Demand forecasting
- New business development
- Channels & Alliances management
- Direct marketing
- New product launch (global)
- New market entry (Asia)
- New product development
- Customer franchise development
- Branding and advertising
- Market research, Customer analytics
- Prospect database development
- Competitive analysis
- Pricing
- eBusiness
- Agency relationship management

### Industry Experience

- IT software & services
- Computer systems & storage
- Telecommunications
- Retail Banking & Financial Services
- Professional services
- B2B services

### Geographic Experience

- Australia & New Zealand
- Asia (including PRC)
- Europe & UK

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