

## Bob Smith – Senior HR Executive

*Driving business forward through commercially embedded HR strategy, innovation and leadership.*

**Senior HR Executive**, MBA qualified, offering a track record of performance leading commercially-embedded HR strategy within blue chip environments. Experienced in complex, multi-site operations and recognized for driving best practice HR through integrated HR strategy that builds both efficiency and bottomlines. Commercially and financially savvy with first class leadership capabilities instilled through early leadership career in the Australian Defence Force.

- ▶ HR Strategy / Leadership
- ▶ Recruitment / Performance Management
- ▶ HR Policy / Procedure
- ▶ Employee Relations
- ▶ Systems / HR Administration
- ▶ Health, Safety and Environment
- ▶ P&L Control / Budgeting
- ▶ Industrial Relations
- ▶ Strategic Partnerships

## Qualifications

**Master of Business Administration**, University of the Sunshine Coast, Australia. (6.5 GPA)  
**Bachelor of Behavioural Science** (Employment Law, IR & OH&S), Griffith University, Australia.  
**Associate Diploma in Personnel Management**, Royal Military College, Duntroon, Australia.

## Career Highlights

As Group HR Manager for ANON ORGN managed the HR function for 1300+ employees across 27 subsidiaries and was heralded for designing high performance HR platform that positioned the company as one of industry's top employers and strongest employer brands.

Graduated from MBA in 2009 with unparalleled 6.5 grade point average including straight high distinctions in last 2 semesters. Built in-depth knowledge of contemporary global business best practice.

Held distinguished career in Health and Safety sector including prestigious appointment as Health & Safety Manager for the Regal Trust. Oversaw safety and security for high profile events attracting 2+ million people.

Trained in leadership at Royal Australian Military College, Duntroon, and as Lieutenant led operational deployments with 90+ men.

## Professional Experience

2007-2009: Relocation to Australia and full-time MBA completed with 6.5 GPA

### ANON ORGN LIMITED, *United Kingdom.*

2001 – 2006

*ANON ORGN Ltd and its 27 subsidiaries are in the core business of Logistics. Turnover £460M p/a. 1300 staff across Europe.*

### Group Human Resource Manager (2002 - 2006)

As part of the senior management team of the largest logistics business in the UK, challenged with transitioning the business's limited personnel functions into progressive HR structure aligned with Anon's world class performance goals. Oversaw all aspects of HR strategy and credited with pioneering best practice HR platform that brought new era of employer brand visibility and saw the company's HR innovations heralded among the UK's industry best.

- ▶ **Frameworks:** Centralized recruitment functions and established formal remuneration, talent management and succession planning frameworks that brought first time consistency and transparency to branding and employment practices across the 27 subsidiaries.
- ▶ **Branding:** Hounded out the industry's best low-cost employee benefits, building employer brand for family culture with the best conditions in industry. Listed top three in Frome's Top Places to Work.
- ▶ **Acquisition:** As a key member of the acquisition team oversaw due diligence on multiple acquisitions valued at hundreds of millions of dollars and their integration into the core business.
- ▶ **IR:** Reduced industrial activity on key site through stronger linkages with unions that dramatically reduced business tribunal activity. Successfully defended all past claims to-date.
- ▶ **Integration:** Linked cross-functionally to build credibility of HR as core business function and automated key HR activities, driving efficiency and enabling 1300 workforce to be managed by micro HR team at best practice standards.
- ▶ **Rehabilitation:** Implemented the business's first return-to-work program reducing employer liability and slashing return to work times up to 60%. Saved business \$300K p/a in absence costs, down 50% on previous years.

### Highlights:

*Pioneered business's first integrated HR platform.*  
*Built reputation and brand as industry top employer.*  
*Automated key HR functions enabling best practice management of 1300 staff with micro HR team.*

**ANON ORGN LIMITED CONT.****Health and Safety Advisor (2001-2002)**

With exceptional industry reputation, recruited as Health & Safety Advisor for this Big 5 Mining company, and subsequently enlisted to assume broader role within training and HR domain. Working across more than 10 sites nationally, recognised for a raft of changes to safety programs and strategy nationally that delivered a dramatic transformation in safety culture and saw the business recognized as the industry benchmark in safety performance and innovation. *Subsequently offered fast-track promotion to National HR role.*

- ▶ **Engagement:** Reinvigorated HS&E training program transitioning dry 2-day course to high interest, interactive modular program recognized for igniting staff's safety interest and ownership.
- ▶ **Innovation:** Won Logistic Association Best Practice Innovation Award for Anon's Workplace Rehabilitation Scheme and invited to lecture to key bodies around the country.
- ▶ **Compliance:** Leveraged knowledge of government safety audits to ensure first rate site compliance standards with the business commended for its incident management processes.
- ▶ **Induction:** Pioneered formal site induction process reducing business risk and improving new staff / contractor productivity and site interactions.
- ▶ **Process:** Enhanced the business's safety framework writing hundreds of site-specific procedures and drove subsequent uptake, assisting the business to win the Logistic Association Award for Best Performance in Health and Safety.
- ▶ **Branding:** Utilized staff involvement in multi-media training tools, driving staff ownership of safety processes and reinforcing employer 'family' brand. Involved unions within safety and rehabilitation models forging united approach to site safety.
- ▶ **Performance:** Slashed initial lost time injury rates to lowest in industry, and took ethical lead in the introduction of high transparency reporting ensuring realtime measurement.

**Highlights:**

*Built award-winning safety program recognized as industry benchmark in safety innovation.*

*Ignited staff interest and safety ownership through creative safety training program.*

**THE REGAL TRUST, Denmark, Europe.****2000 – 2001**

*Not-for-profit employing 400+ staff and 2000+ volunteers. Diverse operations including high profile events, business start ups, mentoring, and youth development.*

**Health and Safety Manager**

Headhunted to this prestigious appointment overseeing the management of safety and security for the Regal Trust Programs. With a challenging and dynamic operating landscape, supported the organization to navigate health, safety and security issues for diverse programs spanning from youth development and outdoor challenges to high profile events attracting audiences of upwards of 2 million people.

- ▶ **Performance:** Resurrected the Trust's safety credibility within the media through consistent safety development activities encased with frameworks of accountability.
- ▶ **Events:** Hand-picked by the Chairman to review health, safety and security arrangements for the Trust's flagship events including Premieres and Regal events with audiences of more than 2 million.
- ▶ **Resources:** Developed Train-the-Trainer-based Resource for the Trust's expansive volunteer networks across all satellite operations ensuring robust filtration of safety messaging, procedures and compliance.

**Highlights:**

*Developed the Trust's first 'Train the Trainer' package.*

*Oversaw safety and security for major royal events.*

**Early Career Highlights**

As Consultant to ABC University, led the University to receive industry acclaim for Occupational Health and Safety Management frameworks. Concurrently reengineered staff induction processes from tick-box affair to annual training highlight event.

As Regional Environmental Health and Safety Manager for ACME Food and Management Services, wrote all the business's environmental plans for food supply and food management at the 1996 Olympics.

Trained in leadership at the Royal Military College Duntroon and subsequently operated as Lieutenant with the Royal Regiment of Australian Artillery, Townsville, within various operational deployments.

## Project Notes

---

Bill came with exceptional qualifications and experience but difficulties breaking into the Australian HR market following relocation from the UK. In his initial discussions about his resume redevelopment he was clear about his exacting standards and expectations for his résumé from the outset.

Following completion of an MBA he was looking for a résumé that would enable him to garner the attention of high profile companies and position him for a Senior HR Manager role. His most significant challenge was that he had really only worked in one senior HR role with the rest of his career in training and safety positions.

### To position Bill for success in line with his career goals I:

- Introduced a header to pitch him as an accomplished HR professional with exceptional qualifications and performance record to-date. I also utilized his MBA credential and early military leadership training as key points of difference.
- Introduced a personal brand statement incorporating his consistent value to HR operations and presented at the opening of his résumé and subsequently used as a theme woven throughout the body of his document.
- Introduced his Education sector early in his résumé closely followed by an achievement section to reinforce his unique combination of high level training and experience.
- Introduced keywords through a key skills section and achievement bullet point headings to improve his rankings in recruiter databases and to allow readers to absorb his skills at a glance.
- Within the professional experience section I focused on the challenges he had faced in each role, how he responded to these and the bottomline value this had brought to the organisation, particularly in relevant HR functions such as HR leadership and strategy, training and compliance. This enabled potential employers to quickly perceive the potential value he offered their organization.
- Utilized highlight boxes to enable the reader to see his core contributions in each role at a glance.
- To reduce the length of his résumé and ensure a strong HR focus I removed early positions and replaced it with an Early Career Highlights area that enabled the impact of his achievements to come through in his résumé without adding unnecessary length to the document.
- Utilized a high impact, coloured format whilst still retaining the conservative appearance required for executive positions.

Within the first 2 days of sending his résumé out he was contacted by 2 premium organisations including his dream position with one of Australia's leading Recruitment agencies. A client with very exacting standards, he subsequently wrote and posted a public testimonial about the significant value and return on investment I had brought him and his career.