

# JIM O'DONNELL

SALES & BUSINESS  
DEVELOPMENT MANAGER  
– Australia & New Zealand



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/jim-odonnell

*Sales leader and mentor with an entrepreneurial eye – facilitating rapid turnarounds for underperforming Sales Units to double-digit revenue and increases. Record of success in switching industries and turning global insight into profitable, sustainable growth within rapidly evolving market conditions*

**Market-aware Business Strategist and Growth Driver** ... with 18+-year record of igniting strategic growth in B2B consulting, property and B2C financial services/advisory arenas. Offers deep knowledge of worldwide markets (Australian, New Zealand and United Kingdom)—in particular business and finance products, services, and solutions for small- to mid-sized businesses.

**Time-tested Entrepreneur** ... who built 2X businesses (financial services/advisory and property investment) on a shoestring—to deliver innovative client-centric solutions—from start-up to strong 6-figure revenue and profitable sale/exit. Brings insight into cutting through complexities, outpacing competitors, and delivering value-added solutions to win customers.

**High-ROI Sales Leader** ... known for spotting, designing, and facilitating win-win opportunities that ignite growth for all parties. Thrives on training, coaching, and stretching individuals and teams via an empowering leadership style. Shapes high-yielding sales cultures and enables teams to strike with agility to infiltrate new markets, maximise profit, and propel revenue.

## EXPERTISE that drives success in the delivery of CUSTOMER solutions

- B2B & B2C Solution Selling | Revenue & Profit Growth
- Business Development | Client Acquisition & Retention
- Product Design, Development & Improvement
- Sales Intelligence & Pipeline Growth | Strategic Partnerships
- Partner Program Development | Negotiations & Closing
- Sales Operations & Processes | Team & Culture Building
- Account Management | Tactical/Adaptable Business Planning

*“There are good workers, there are great workers, and then there are “pit bulls” like Jim who continuously go above and beyond to build real connections with clients and get the most out of that relationship for the success of both the customer and our organisation.”*

*—Mack Bourke, Chief Operations Officer,  
Business Australia*

## PERFORMANCE HIGHLIGHTS & IMPACT

### GENERATED MILLIONS IN TAKE UP OF CLIENT-CENTRIC SOLUTIONS, ELEVATING SALES AND REVENUE IN EVERY POSITION HELD

- Drove Protect and Grow business to 30% YOY with \$270K annual revenue at time of sale—through flat operational structure modelled on providing compliant, ROI-driven financial advisory solutions to clients.
- Hit \$6.6M in total sales revenue for 30+ months in 9/10 quarters averaging \$788K per quarter in last 3 quarters—recognised for achieving “Bonus-Level Targets” consistently through successful leads closing across the board.
- Opened new markets globally at New Zealand, Australia, and South Africa—in short period of time—by restoring stagnant relationships with global distributors—growing sales by 34% and securing 2 new distributors.
- Mentored multiple “rookie” Business Service Executives into “best performers” and onto performance-based promotions. Turned underperforming BEs into high-performing sales specialists through 360-degree communication and intensive sales coaching.

### BOOSTED SALES CAPABILITY THROUGH ENERGETIC, TAKE-ACTION LEADERSHIP, STRATEGIC DIRECTION AND VITAL PROCESSES

## PROFESSIONAL EXPERIENCE

### BUSINESS AUSTRALIA (BA) | Melbourne, VIC | 2020–Current

National Business Services Company with \$300M revenue and 600 employees servicing 1K+ business owners throughout Australia.

## SENIOR SALES & BUSINESS DEVELOPMENT MANAGER – VICTORIA

Budget: \$20M | Direct Reports: 8 | Report to: Managing Director

*“Growing a sales team isn’t as simple as putting a bunch of “A grade players” in a room and making them start selling your product. To build a “revenue engine” to fuel long-term growth, you must build and scale your sales division with intent. I established the infrastructure to consistently win new customers, upsell existing ones and achieve phenomenal growth.”*

Initially headhunted by GM of Sales to grow sales for Business Australia’s Workplace Assured solution for small- to mid-sized business owners and entrepreneurs. Due to the impact of the Covid-19 pandemic, pivoted emphasis to expand BA’s market footprint across the Qld region. Led the charge as Sales Leader, creating a high-performance and customer-centric sales culture and implemented best practice sales processes. As a right-arm and advisor to GM, rendered strategic oversight to sales and growth planning, customer acquisition and retention, networking and referral partnership building and membership relations.

JIM O'DONNELL | SALES & BUSINESS DEVELOPMENT MANAGER – Australia & New Zealand

- ✓ **Built a top-performing sales team** by recruiting, training, and coaching high-potential talent (X6) to complement 2 existing staff. Created and applied performance measures and motivated a result- and client-focussed team culture. Negotiated lease of new studio space, coordinated concept design, and launched a robust marketing campaign.
- ✓ **Generated 200% sales target** by championing a successful pivot to Zoom and phone solution selling against standard face-to-face (F2F) approach—assisted and trained wider team to meet or exceed set metrics.
- ✓ **Closed sales in all 8 product lines** by leveraging adaptability to adjust quickly to new functions, software, and products—effective in navigating (user-level) all software despite limited training and assisting to retain existing clients.
- ✓ **Achieved 95% client retention rate within COVID environment from July to September 2020 period** with 5 upsells through strategic client communication, re-selling, and negotiation.
- ✓ **Secured 7 new referral partners (business coaches and accountants)** and invited to join “Connect Collaborative” group of 100+ business owners—overall growing Business Australia’s referral network and partners.
- ✓ **Increased sales capability to upsell/cross-sell multiple different products and services using a “Bundle Sell” approach** after developing client-centric corporate account methodology, sales processes, and training documents

**My takeaway ... When done right, your sales team won’t just accelerate your company’s growth: they’ll enrich your company’s culture and help build a better product too!”**

## EMPLOYGROWTH | AUCKLAND, NZ AND GOLD COAST, QLD | 2016 – 2019

*Australia’s leading workplace relations specialist provider with 900+ employees.*

### BUSINESS DEVELOPMENT MANAGER | CLIENT RELATIONSHIP MANAGER

Recruited to provide B2B consulting, client relations, business development, and marketing support to ensure full-cycle sales delivery of outsourced HR solutions. Maintained strict regulatory compliance in rendering professional advisory to business owners and corporate clients. Built a robust pipeline of leads from multiple sources through prospecting, cold/warm calling, events networking, and appointment setting. Trained and mentored Business Sales Executives through a disciplined approach.

**B2B Growth Strategist—achieving record year-on-year (YOY) breaking success and catapulting Employsure as No. 1 for Outsourced HR Solutions in Australia and New Zealand.**

- ✓ **Hit \$6.6M in total sales revenue for 30+ months in 9/10 quarters averaging \$788K per quarter in last 3 quarters—recognised for achieving “Bonus-Level Targets” consistently through successful leads closing across the board.**
  - Attained bonus level target of \$600K+ over 3 quarters.
  - Met bonus stretch level target of \$700K+ over 2 quarters.
  - Accomplished stretch level target of \$800K+ in 1 quarter—achieved \$988K.
- ✓ **Achieved 1:4 closing rate from 1:6 standard,** generating more sales volume with lesser appointments through strategic prospecting and in-depth pitching strategy—consistently in the Top 3 for Conversion (from 32) in team.
- ✓ **Positioned Employgrowth to establish market presence in New Zealand (NZ)** after accepting offered Australia-based Business Development Manager role within the Group in Canada and Australia.
- ✓ **Offered Client Retention Managers Role in Australia – successfully hit the ground running and proved adept at handling client complaints and retaining them.**
  - Retained 38 clients against target of 30 in 1st quarter.
  - Achieved bonus level target of 52 retained clients in 2nd quarter.
- ✓ **Strengthened relationships amid Business Development Managers (BDMs) and Business Sales Executives (BSEs)** through empowerment, trust, and teamwork. Mentored multiple “rookie” Business Sales Executives (BSEs)—two were awarded “Rookie of the Year” and promoted while under my watch.
  - Coached struggling BSEs into successful sales champions and valued company assets.

**“Business development doesn’t need to be a cost centre. It can be ... and for the most part ... should be, a profit centre. In this role, I structured and drove the business development function for maximum efficiency and double-/triple-digit growth.”**

## PROTECT & GROW AND FULCRUM PROPERTIES | AUCKLAND, NZ | 2006 – 2016

### MANAGING DIRECTOR – STRATEGIC OPERATIONS & BUSINESS DEVELOPMENT

Revenue: \$100M | Direct Reports: 10

Filled void in competitive market by building 2 high-growth consultancy firms from scratch and positioning both competitively for premium sales. Led 4-member team and 12+ stakeholders in all aspects of business operations, including client acquisition, retention, consulting, financial advisory, cash flow optimisation, strategic direction, operations (HR, compliance, and budget controls), sales/marketing and supplier relations. Forged strong network of SMEs, corporate, and individual clients.

**PROTECT & GROW:** Leveraged extensive expertise, credentials, and strong reputation in financial services to launch an independent financial planning advisory consultancy—advising clients on superannuation portfolio and insurance protection.

**FULCRUM PROPERTIES:** Built \$10M portfolio of investment properties and as an agent, promoted and sold assets and land to investor buyers. Built up a profitable and reputable brand through relentless resolve to deliver superior win-win client service.

**Trusted Business and Financial Advisor—helping 95 clients grow property investments and generate savings with their superannuation portfolio and insurance (business protection, trauma, medical, mortgage, risk, and others).**



**Sold \$8.5M entry-level properties (29 deals in first 2 years) for Fulcrum Properties (Investment Property Sales Company)**—sourcing land and off-plan opportunities, guiding clients throughout the deal lifecycle, selling completed properties, and designing and managing builds—successfully pivoted into Financial Planning during 2009 GFC.



**Achieved 60% YOY growth rate with \$5M annual revenue in 4 years for Protect and Grow (Financial Services Company)**—through flat operational structure modelled on providing compliant, ROI-driven financial advisory solutions to clients.

- Sold company at premium price in 2016.
- Saved clients \$2.5M in long-term premium insurance costs in final year.



**Cemented “Client-Centric” corporate brand identity and business model in NZ** by providing win-win sustainable business model specific to client’s specific needs, goals, and financial suitability and delivering targeted marketing campaigns.

- Produced 200+ business leads for every campaign.
- Authored in Family Magazine on finance, mortgages, superannuation, and insurance.



**Created long-term referral partnerships** that contributed to 40% of total revenue through expanding marketing channels and cultivating alliances with mortgage brokers, independent advisors, underwriters, and financial stakeholders.

**“What I learned ... I can teach skill, I can teach technique, I can teach product knowledge ... but I can’t teach drive. I can’t teach passion. I can’t teach grit. You can’t instil your passion in somebody else. You have to hire passion.”**

## HAPELOCK UK LTD | AYLESBURY, UK | 2003 – 2006

*Market Leading Global Garden Equipment and Car Cleaning Equipment Company.*

### SENIOR NATIONAL ACCOUNT MANAGER

Hired to grow sales revenue, profit, and market share across designated portfolio. Managed \$16M P&L, including oversight of strategic account management, growth planning, new merchandising equipment implementation, and staff leadership.

**Turned around portfolio of accounts with losing revenue, influence, and market share through leveraging strong blend of marketing and account management expertise.**



**Achieved Category Champion Status for the first time (Focus DIY with 256 stores)** by identifying out-of-stock issues on high-selling products while negotiating and implementing a new format in-store merchandising system.

- Increased revenue by 31% with \$850K incremental sales uplift.
- Stimulated market share boost of 12% and produced 200+ business leads from every marketing campaign.



**Saved failing Halfords (709 stores) account and rejuvenated YOY sales growth of 220%** through identifying out-of-stock issues, wrong range and poor in-store presence and launching bulk format merchandising system.

- Elevated sales by 400%.
- Boosted in-store product range by 50%.

## NUTRABIOTICS | LONDON, UK | 2001 – 2003

*High-end Vitamin and Health Supplements Producer.*

### GLOBAL BUSINESS DEVELOPMENT MANAGER

Recruited to open new global markets to support the company's aggressive growth internationally. Oversaw multi-channel sales leadership, strategic marketing, new business development, key account management, and product development. Asked to travel and visit 6 different countries to rebuild strained business relationships.

Opened new markets globally in New Zealand, Australia, and South Africa—in a short period of time—by restoring stagnant relationships with global distributors—growing sales by 34% and securing 2 new distributors.



Launched UK's first vitamin-based Energy Drink (Wellman) by managing team through channel development process to ensure successful product launch and distribution in UK's 3rd largest Supermarket Chain and UK's largest Pharmacy Chain.

- Increased revenue by 31% with \$850K incremental sales uplift.
- Stimulated market share boost of 12% and produced 200+ business leads from every marketing campaign.

My proudest moments ... Walking into large health and wellbeing companies and being instantly recognised ... Being personally invited to be a part of a strategy meeting ... Being appreciated within our business as making things happen on a global scale."

### EARLY CAREER SUCCESS

NATIONAL ACCOUNT MANAGER | Gallagher UK | London, UK

ACCOUNT EXECUTIVE | Rothmans UK | London, UK

### CREDENTIALS, PROFESSIONAL CONTRIBUTIONS & PRODUCTIVITY TOOLS

Diploma in Marketing (Degree Equivalent) | Auckland University of Technology | Auckland, NZ

Two Advanced Peak Performance Trainings | Tony Robbins | Sydney and Gold Coast, Australia

Level 5 Certificate in Financial Services | Strategi Ltd | Auckland, NZ

Licensed Financial Advisor | Strategi Ltd | Auckland, NZ

Real Estate Salesperson Certificate (AU) | NREL

Multiple Sales, Business Development, and many Personal Growth Courses, including:

Millionaire Mind - T Harv Eker | Wealth Academy - Robert Allen and Mark Victor Hansen

Unleash the Power Within - Tony Robbins | Date with Destiny - Tony Robbins | Strength Finder 2.0 – Gallup

Technology: Salesforce CRM – Dynamics365 – HubSpot – Trello – Klipfolio – Smartsheet – Zoom – Tiny Pulse

### STRATEGY, TRANSFORMATION & INNOVATION

I KNOW HOW TO DRIVE, IMPLEMENT, MEASURE AND SUSTAIN STRATEGIES TO SUPPORT MY COMPANIES AND CLIENTS.

"I have a genuine desire to create value in my area of influence—Sales and Business Building. As an accomplished business leader, I catalyse nascent market opportunities, motivate individuals and teams, and design corporate vision.

### ENDORSEMENT

"Jim is an enterprising, proactive leader who can identify opportunity, articulate vision, and motivate others to produce results in ambiguous and complex environments. As a professional, his strengths in strategy, analysis, and innovation are complemented by integrity and servant leadership, making him a sought-after resource."—**Kate Padello, Operations Manager, Employgrowth**

## Resume Strategy:

Jim had a long and successful history of driving sales growth and wanted to be ready for his next move. To position Jim for sales and business development leadership roles, I developed an eye-catching design (a green colour palette and graphics) to showcase Jim's numerous (and relevant) successes.

To create a highly skimmable format, I introduced bolding to the first parts of each achievement bullet (including strong metrics-based results), providing the reader with a good sense of Jim's strength in each role and unique value without engaging in heavy reading.

*Please Note: This resume was written for the Australian market; therefore, spelling, dates, and acronyms, are in line with relevant standards. The format was kept at A4 sizing (in compliance with 2023 TORI requirements), and content has been fictionalised to protect client privacy.*