

# SIMON CHRISTIE

## EXPERIENCED SALES AND MARKETING PROFESSIONAL

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### KEY SKILLS

Market strategy and implementation  
Brand development and management  
Building collaborative and profitable relationships  
Data and analytics utilisation for strategy and decision making  
Product and business strategy mixed with development of go-to-market activities

### Professional Summary

With over fifteen years of experience in sales and marketing, I excel in B2B sales, brand development, communication strategies, and client engagement. I am adept at developing productive relationships with key clients, colleagues, and corporate partners which become more developed and productive over time. My sales experience is based on a solution selling ethos utilising Miller Hiemann methodology to ensure that a client's needs are discovered, relationships are understood, and a compelling proposal is created.

Success in my career is rooted in building strong, candid relationships with clients, suppliers, and colleagues, with a focus on delivering exceptional outcomes through a collaborative work style. I leverage logic, research, and data analysis to achieve strategic aims and thrive on utilising technology and training for effective communication.

As a polymath, I gain energy and pleasure from learning new systems, improving processes, and gaining a deep and useable understanding of different industries. I am skilled at handling multiple disparate tasks efficiently and accurately.

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### Employment Experience

#### **Manager, Business Development & Operations | EventsPass| Feb 2019 – Present**

An eventtech start-up in the ticketing, lead capture, and registration space, driving data acquisition and utilization for event organizers and exhibitors.

##### Key Achievements

- Sold EventsPass directly to Australian prospects and supported the US sales team in selling to US prospects.
- Conducted product demonstrations and delivered webinars on the lead capture product for prospective customers in the US and Australia.
- Managed the adherence to the new EventsPass brand and oversaw PCI DSS compliance processes.
- Led hiring processes in Australia and the US, from job descriptions to candidate interviews.
- Assisted the CFO in understanding financial reporting and sourcing data for enhanced reporting.
- Implemented a new CRM system tailored to business needs and updated company policies for HR and technical purposes.

##### Key Responsibilities

- Accountable for global invoicing and accounts payable, managing Australian bank accounts.
- Oversaw the Australian business, including selling to new clients, managing existing clients, and project managing events.
- Assisted the development team with product development, from user workflows to copywriting and editing.
- Created graphic design assets for marketing and sales purposes.

#### **Parental Leave | May 2018 – Jan 2019**

#### **Business Development Manager | John Wiley & Sons Australia | Jan 2017 – Apr 2018 (Contract)**

A global publishing company specializing in academic publishing, with a focus on lead qualification, account management, and business development.

##### Key Achievements

- Developed a lead qualification and conversion strategy to optimize the marketing funnel.
- Successfully absorbed the Corporate Sales function for ANZ, achieving the FY17/18 budget of \$1.4m.

- Coordinated the development of marketing collateral for various verticals and devised related call-to-actions and promotions.

#### Key Responsibilities

- Managed the sell-through of the For Dummies custom publishing solution in ANZ.
- Provided marketing advice and insights to prospects, demonstrating a deep understanding of their business.
- Oversaw the creation of custom editions of Wiley titles for promotional purposes.

#### **Sales and Marketing Manager | Bicycle Network | May 2016 – Dec 2016 (Contract)**

A membership organization advocating for cyclists and cycling infrastructure, responsible for B2B and B2C revenue.

#### Key Achievements

- Oversaw 15% growth in a key event following years of decline.
- Supported the implementation of Salesforce as CRM in a change management role.
- Leveraged corporate partnerships for enhanced brand evolution and communication strategies.

#### Key Responsibilities

- Led, coached, and developed a team of six individuals.
- Implemented sales and marketing strategies, overseeing tactical implementation.
- Managed the delivery of the brand overhaul project.

#### **Senior Business Development Manager | Melbourne Convention Bureau | Mar 2014 – May 2016**

A key State government supported not-for-profit, the Bureau bids for international conferences and promotes Victoria as a business events destination. Promoted from Business Development Manager within a year of starting the role due to results, work ethic, and impact within the team and company at large

#### Key Achievements

- Created approximately \$300m of value to the Victorian economy in bidding opportunities in two years
- Achieved 124% of target in the FY14/15
- Presented to a national industry conference on behalf of the Bureau
- Gave lectures on working in the business tourism sector at a leading TAFE, rewriting the lecture to make it more current

#### Key Responsibilities

- Critical role for the Bureau, feeding the pipeline of the international conference business
- Responsible for commencing the bid process through relationship development and management of key individuals locally and overseas
- Budget development and management

#### **Exhibition Sales Executive | Diversified Communications Australia | Feb 2012 – Mar 2014**

Diversified Communications Australia is a market-leading producer of exhibitions and trade shows

#### Key Achievements

- Awarded Rookie of the Year in 2012 for sales results and personal impact within the company
- Co-developed an industry innovation – a tablet-based method for re-signing clients on-site, with automation of contract creation and distribution, with a large cost saving running close to \$100,000 over a calendar year
- Primary point of contact for new business as well as for regular clients, trusted by them to fulfil KPIs and provide advice and information when requested
- Due to my ongoing success, I was offered a developmental opportunity to move from the Franchising & Business Opportunities Expo to the Australian Fitness & Health Expo

#### **Business Development Manager | Staples Australia | May 2011 – Feb 2012**

Staples Australia (now WINC) is the largest supplier of office products in Australia.

#### Key Achievements

- Identified, prospected, and closed new clients, from small office-based companies to multi-site national organisations
- Used Solution Selling techniques in discussion with clients to identify their pain points and provide persuasive and attractive tailored solutions/proposals

#### **Business Development Consultant | Meltwater News | Oct 2010 – Apr 2011**

Meltwater News is an international company with an emphasis on nurturing an entrepreneurial spirit in its employees. It provides media monitoring services to complement the marketing, sales, and research activities of clients.

Key Achievements

- Generated new business for the company, finding prospects through a variety of methods
- Researched the background of prospective clients, including identifying appropriate people to contact to assist in the creation of value proposition

**Assistant Marketing Manager | Oxford University Press, UK | Mar 2007 – Dec 2009**

Oxford University Press is the largest and oldest university press in the world.

Key Achievements

- Appointed as the Super User for many of the internal business systems, including SAP and email marketing systems
- Contributed to the planning and development of a major new online dictionary resource, [oxforddictionaries.com](http://oxforddictionaries.com), including functionality, user experience, and SEO optimisation
- Acted as primary liaison between my team with other offices/departments, e.g. design, editorial, publicity, etc, and built strong and effective relationships with external contacts and suppliers
- Planned and implemented major national marketing campaigns for Dictionaries and Language Learning products
- Maintained [www.askoxford.com](http://www.askoxford.com) and relevant sections of [www.oup.com/uk](http://www.oup.com/uk) using the in-house content management systems, including the use of HTML

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Qualifications

**Digital Marketing Institute**

**Professional Diploma in Digital Marketing**

Awarded – February 2018

Primary areas of study: SEO; PPC; display advertising; email marketing; social media marketing; mobile marketing; analytics; and digital marketing strategy.

**Robert Gordon University**

**MSc Publishing with Journalism**

Graduated – December 2005.

Primary areas of study: marketing; research methods; editorial processes for Commissioning Editors and Copy Editors; print production processes; journalism and media; publishing industry sectors; print journalism

**University of Aberdeen**

**MA Joint Honours English and Linguistics**

Graduated – July 2003.

Final degree mark - 2:2  
Primary areas of study: literature of Britain, Europe, and America; historical linguistics; sociolinguistics. I also studied international relations for two years.

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References

AVAILABLE ON REQUEST