

PERSONAL PROFILE

GORAN GALIC

10 Harvest Rd, Officer, VIC 3809

M: 0427945172 Email: gorangalic@bigpond.com

**Inspiring Sales Management Professional. Creative, collaborative, strategic.
Passionate about improving customer experience. Builds more effective sales
organisations & develops future leaders.**

Azure Management Talent Agency – 2022 - Current

Acting – Extra performer – Model – Demonstrator – Activation – Ambassador – Expos/Shows

Brands/Commercial I have been involved with include:

Crown – Coles – Ladbrokes – Big 4 – Flybuys – Isuzu – Lifestyles Villages – MG Cars

Modelling – Acting – Extras work. Projects I have been involved in include:

Safe House – Goolagong -The Dispatcher – All her fault – Swift St – Neighbours – Empire City – The Bean King – Fog City

Senior Management Career

Peninsula Employsure Aust: Oct 2023 – August 2025: Business Development Manager

Australia's leading workplace relations specialist - providing outsourced in person & software support with employment relations, HR services & workplace health & safety. Very happy to be able to help Australian businesses set the foundations to their success.

Hydro Tasmania – Momentum Energy: Oct 2014 – July 2023: National Sales & Service Manager – Commercial & Industrial (C&I)

Momentum Energy, a subsidiary of vertically integrated Hydro Tasmania is a leading electricity retailer and provides a whole network of energy experts and consulting services to our customers, through our parent company Hydro Tasmania, and our sister company, Entura

Since their first hydropower development a century ago, Hydro Tasmania has been a leader in renewable energy development and is Australia's largest producer of renewable energy. Today, a combination of water and wind power is used to harness natural energy.

I am responsible for managing the Retail Business Sales & Customer Care team nationally, to grow the Commercial and Industrial portfolio of accounts to ensure profitability & grow business partnerships. Current portfolio revenue \$500 Million.

This is achieved through a team of sales focussed business relationship managers & a network of cross functional partners to drive traditional energy management & procurement while embracing new technologies & net zero aspirations.

I am also responsible for the engagement, on boarding, contracting and management of 3rd party channels including brokers, consultants, and energy services 3rd party partners.

John Batman Group: January 2014 – Oct 2014: National Sales & Customer Service Manager – Australia & Pacific Region.

As a leading supplier to the hospitality industry, John Batman Group takes great pride in the products and services it provides.

A family owned and operated business with 50 years industry experience, John Batman Group supplies a vast array of products and services to all sectors of hospitality including hotels, motels, resorts, serviced apartments, B&Bs, holiday parks, healthcare providers and restaurants.

John Batman Group is also the premier publisher of accommodation and tourism publications throughout Australia, New Zealand and the South Pacific. These publications include personalised hotel compendiums, resort magazines and tailored pocket guides. We have an extensive and established client base.

I am responsible for the management, mentoring, training and performance of sales in both arms of the business. This includes development of sales strategies & sales budgets, initiating continuous development & coaching programs & opening new markets.

My direct F2F & phone based sales team cover Australia, New Zealand and the South Pacific, providing exemplary customer service while fulfilling our clients advertising and hospitality needs.

Energy Australia: Dec 2011 – Sept 2013: Business Sales Manager – Commercial & Industrial

The Business Sales Team Lead C&I is responsible for the combined Energy Australia and TRUenergy Commercial and Industrial Sales Portfolio. The portfolio is greater than \$2B with an acquisition target in excess of \$1B pa. Development of sales strategy & new go to market plan.

Develop & execute new sales process supported by 12 step daily management plan which includes training & coaching philosophy. Responsible for 2 x team leaders, 15 sales representatives & 2 support staff.

Increased sales margins from 4% to 7% through developing better sales conversations. Implement business transformation strategy incorporating both front of office & back office systems & process development.

Develop & manage 3rd party vendors both internal support team & external sales channel. Business Development & sales effectiveness via third party channels. Manage relationships & performance metrics

Facilitating change management process incorporating rebrand project & business system transformation. Developed segmentation framework to better understand customer base to enhance go to market strategy.

Sensis Pty Ltd (Rev \$1B): 2002 - 2011 – Executive Sales & Coaching Manager - Regional Australia

Responsibility for 12 regional offices, 22 Sales Managers, 260 Sales consultants & \$300million revenue.

Prior roles included National Sales Training Manager – Regional Offices & Metropolitan Cities, Sales

Training Manager – VIC/SA/WA & on the road sales executive

CitySearch Directories: 2000 – 2002 - Executive Account Manager – Major Accounts

No 1 face to face (on the road) Account Manager two years in a row, multiple incentive trip winner and Member of the Pinnacle club. (Best of the best)

Earlier career involved In Home Direct Sales, Sales Management & Recruitment with Student Support Centre, Wenatex – Sleep Systems, FAI Home Security, FAI Homecare, Property.com.au, Electrolux and Commonwealth Employment Service (CES)

Key Business Achievements – Hydro Tasmania – Momentum Energy

- **Developed Customer Centric Focus:** Significantly increased customer satisfaction through improving sales/service skill of team members
- **Change Management:** Helped engage, scope & onboard 2 major system changes across C&I through robust change management processes. Automation & digital.
- **Developed Cultural Change:** Helped set up & was an inaugural member of the Diversity & Inclusion (D&I) council company wide. Created an environment for individuals to flourish.
- **Improved Revenue results:** We have increased our customers base by 10%, increased out contract length from 18mths to 36mths, increased our \$ margins by 60% & increased our revenue YoY by 20%
- **Developed Channel plan & Process:** Coordinated new commercial contracts for 3rd party channels & partners, developed reporting & feedback process. Onboarded new partners to reduce cost to acquire.
- **Develop & Grow Emerging Tech & Energy Service products & Partners:** Created lead generation model with 3rd party partners generating over \$1Million in retails sales across Power Factor, Solar, Lighting & Voltage Optimisation products. Initiated sales campaigns across BTM Solar, Corporate Power purchasing agreements & Virtual Power plants.

These successes were achieved through developing a customer centric sales & service culture, a greater understanding of customer needs & proactively responding to market changes & new product requirements. Encouraged flexible & remote working opportunities & processes.

Key Business Achievements – Energy Australia

- **Developed Sales Culture:** Implemented sales process, training & reporting to a historically transactional, commodity based sales team.
- **Change Management:** Restructured, recruited & rebuilt culture of business unit during major business transformation. Focus on creating a culture of success & working as a team. The customer experience ethos is now central to the business unit.
- **Improved 3rd party relationships:** Developed robust business to business process with third party sales channels (brokers), rebuilt relationships & created advocates for Energy Australia in the market. Increased sales performance by 15%

Key Business Achievements – Sensis Examples

- **Significantly Improved Customer Experience:** Increased customer satisfaction nationally by 7% by integrating two separate sales forces into one (1,200 people). Planned, cross trained and implemented support plan and continuous learning path. Resulted in decreased costs to the business and improved sales results.
- **Substantially Increased Sales Effectiveness:** Improved sales organisation by restructuring the sales training team and recruiting the right experienced sales people into team. Rewrote and deployed a new sales process to a 1, 200 strong sales team nationally. Increased employee engagement in business by 10% (highest growth ever across any business unit). Produced sales growth of 7% making Sensis No.1 directory business in the world in 2008 and 2009.
- **Introduced Major Regional City Initiatives:** With a deep understanding of regional issues and customer needs introduced sales management coaching program into regional Australia. Recruited and trained regional team and project managed regional sales force. (Including 3rd party contracted sales teams, TSA & GAP etc.). This resulted in increased sales return in Regional Australia by 6%, increased staff retention, reduced costs, and increased skill set of Sales Management to become the “Head Coach” at their location.

Education and Professional Development

- Cert 4 in Frontline Management and Diploma of Management
- Certified in Digital Chameleon training (Social Networking)
- Effective Coaching via Blueprint Principles inc Social Styles
- Six step sales process
- Certified to deliver Situational Leadership Training
- Advanced Facilitation Skills with Colin James
- NLP with Roger Deaner
- Franklin Covey Leadership Seminar
- GROW model
- Leading people through change seminar
- RogenSI Perform Leadership program
- AEMO – Overview of the National Energy Market.

• ***Demonstrated Leadership Strengths - with Selected Quotes from 360 Feedback***

A persuasive leader who gets thing done

- *Brings intensity, stamina and reliability*
- *Team player. Inspirational and versatile. Thinks pragmatically when problem solving.*
- *Flexible leadership style. Excellent at multi-tasking and managing competing priorities.*
- *Results focused. Identifies team strengths and uses these to advantage to get things done.*
- *Very supportive, friendly, responsive. Cultivates strong peer-to-peer relationships.*
- *I bring calmness & flexibility where there are many moving parts.*

A service oriented senior executive who focuses on improving customer experience

- *Builds trust. Service oriented, He serves his clients. Solutions Focussed Thinking,*
- *Ethical. Customer Focused. Wants to help people. Frank and honest with people.*
- *Can see through complexity. Very thorough. Constantly thinking of ways to improve.*
- *Comfortable with lots of moving parts*
- *Imagines what could or should be.*

A strong coach who builds team effectiveness

- *A trusted colleague. A “confidant”. Calm and focused. Collaborative, adapts well,*
- *Consistently communicates positive encouragement. Very supportive in a team environment,*
- *Ability to think small picture and big picture at the same time.*
- *Enthusiastic leader, open to ideas, gains buy in.*
- *Genuine and authentic.*
- *I have an intuitive sense on how different people can work together.*

Proven Sales Capability and Skills

Customer Experience:

25 years of successful experience in providing strategic solutions to customers.

A philosophy of: The Customer is King. Serving your customer is the Key.

I am respected by my customers for my high values and understanding of customer needs.

No hidden agendas: Consultative selling approach to addressing customers' needs.

Considerable Direct Sales experience – In Home presentations as well as B2B/B2C

Sales Work Ethic:

Energetic, proactive & resilient – does not give in. High work capacity, highly persuasive.

A strategic thinker who works well under pressure. Strong commitment to following a robust plan.

Disciplined, organised, reliable. Trustworthy and Honest with high integrity. Ambitious

Community Focussed:

Environmentally focussed individual looking to drive societal change regarding climate challenges.

Former President of the Pakenham Rotary club, providing support & services to local and international communities.
