

Matt Brannelly

Profile

Name: Matt Brannelly

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Educational History

2004 Deakin University

Advanced Diploma of Financial Services

1984 Australian Insurance Institute

Diploma of Insurance

1981 Queensland University

Bachelor of Economics

1978 St Joseph's College, Gregory Terrace

Senior Certificate

Memberships/Community

- ▶ 1983 - 1987 Founding President -Brisbane Junior Chamber of Commerce
- ▶ 1988 – Founding Coordinator Gold Coast Junior Chamber of Commerce
- ▶ 1989 – 1992 Chairman Brisbane Bandits
- ▶ 1990 – 1994 Director, Austrain (Y Lead)
- ▶ 1990 – 1996 Member, Christian Brothers Finance Advisory Council
- ▶ 2002 – 2005 Director, Commerce Queensland Ltd
- ▶ 2013 – Patron to Gold Coast Junior Chamber of Commerce re-launch
- ▶ 2014 – Patron to Brisbane Junior Chamber of Commerce re launch
- ▶ 2017 – Vice Captain of Ian Healy's Captains Club
- ▶ 2021 - CEO - Healthy Environments Pty Ltd
- ▶ 2021 – Chairman – Captains Club

Demonstrated Abilities

- ▶ Highly effective strategic planning
- ▶ Effective staff leadership and mentoring skills
- ▶ Ability to build long-standing meaningful business relationships
- ▶ Highly entrepreneurial
- ▶ Ability to work effectively autonomously or as part of a team
- ▶ Proven business development capabilities with a wide range of corporate clients
- ▶ Well-honed influencing and negotiating capabilities
- ▶ Demonstrated marketing capabilities
- ▶ Ability to bring certainty to a fluid opportunity. To create certainty

- from chaos and deliver a commercial outcome.
- ▶ Unparalleled ability to connect and access all industries

Employment History

2009 - present **Orbit Strategies**

Position **Senior Consultant**

Orbit Strategies, my own firm, was formed to help family and privately-owned businesses develop and execute revenue growth strategies. My philosophy is to take ideas from inception to implementation. Not a coach, a facilitator, fully accountable for achieving the outcome sought.

Examples include:

Professional Firms – Business Development

Worked with a variety of accounting and legal firms to project manage rebranding, development of marketing collateral and creation of business development programs.

Responsible for name change from McCarthy Durie Ryan Neill to McCarthy Durie Solicitors – a large legal practice with 3 offices.

Introduced Estate Planning divisions to several accounting firms which generated \$250,000 in new revenue.

Distributor :Samsung LED Australia

Developed a strategic marketing plan for Click Village Lighting, the Australian Distributor for Samsung LED, to create new major channels representing \$1,000,000 pa in sales including:

- Private schools
- Aged Care industry
- Sports field lighting industry – became preferred partner for AFL Qld

New Energy Saving Technology

Introduced a new technology to the Australian market and achieved sales in excess of \$1m via channels in :

- Aged Care
- Major hotels
- Manufacturing

Trilogy Funds

Responsible for strategic advice on growth opportunities to the CEO. Mentored a new recruit until he became the highest performing BDM in their history and also developed a new investment concept for :

- the charity sector
- high net worth individuals

Captains Club

Connecting sport-loving business professionals with Australian sporting legends

Captain's Club is a social enterprise hosting unique sport-themed events across Brisbane, to raise funds for, and profile, selected charities including The Chappell Foundation.

Founded in 2017, The Captain's Club encourages those with a desire to come together as a community, and give back in support of charities assisting Queensland families facing unique challenges, from youth homelessness to disabilities.

Orbit NFP Hub

A network of advisors to assist NFPs reduce cost through access to best of breed solutions. In partnership with a major bank, NFP workshops are being held to educate NFPs about the solutions that are available . Delivered more than \$1m in savings.

Omega Solar - GM Commercial Sustainability

Recognising a gap in the unregulated solar installation market resulting in only 1% of commercial buildings having solar, I developed the Commercial Division for Omega Solar . Implemented a strategy based on channel partners who were largely unaware of the opportunity presented by solar. Built a pipeline of 10 MWT in 12 months.

Healthy Environments

Retained by Ozland Group Solutions to develop an innovative, disruptive approach to cleaning and hygiene in response to Covid 19. As a result, I identified a unique new cleaning technology which we subsequently secured exclusive distribution for and focused on launching the technology to key sectors eg retail, aged care , health , manufacturing. Then was responsible for building and launching a new subsidiary , Healthy Environments Pty Ltd as an independent business to market this new approach to cleaning and infection control , both domestically and internationally.

Specific Roles have included:

- ▶ Providing business coaching and strategic advice to

- Accounting and Legal firms** with particular focus on revenue growth initiatives via development of lead advisor capabilities
- ▶ Providing an **Estate Planning coaching** and facilitation service to develop an Estate Planning practice within accounting firms. Results in a new revenue source plus greater client engagement
 - ▶ Introduced an **energy saving consultancy** to the Aged Care and Major Accommodation industries. As a result have established significant knowledge and relationships within these industries.
 - ▶ Undertook several **corporate advisory projects** involving a) the seeking of a partner for a \$30 m indoor sports facility in Brisbane; b) private funding for an Ingham's broiler chicken farm
 - ▶ Introduced and developed new products to a **boutique fund manager**
 - ▶ Developed and patented a **new revenue source for charities**
 - ▶ Target to create **\$200,000 pa for Aspirations for Kids in Sport** applying my innovative approach
 - ▶ Re designed and re-launched **Ian Healy's Captains Club** – a COE/ SME group designed for networking to raise money for Ian's charity ..Aspirations for Kids in Sport .
 - ▶ Development of key markets for the Australian representative of **Samsung and Hyundai LED lighting** resulting in preferred supplier status for the AFL and QCA (field lighting), major aged care and private schools .
 - ▶ Development of a **COVID 19 business unit** for a national property services company based on securing rights to access leading cleaning products and processes which are 100 % non toxic and TGA approved.

2013 – Ongoing **Brisbane Junior Chambers of Commerce**

Position **Patron**

- ▶ I was the **Founding President** of the Brisbane Junior Chamber of Commerce in 1983 and have an ongoing commitment to the development of Australia's future business leaders.
- ▶ In 2013 I re-established the Junior Chambers of Commerce in Brisbane and Gold Coast and recruited and mentored the new committees.

1990 - 2009 **Bridgewater AFS Pty Ltd**

Position **Managing Director**

Duties

- ▶ Overseeing the growth of the Bridgewater from being a Brisbane based insurance practice into a market leading wealth management practice servicing clients in 3 states, with turnover in excess of \$2M pa and staff of 12.
- ▶ Developed a reputation over 25 years as being an expert in wealth creation strategies for self-employed health professionals.
- ▶ Invented a unique system for distributing rebates for one of the major pharmaceutical wholesalers, enabling pharmacy owners to convert a purchase rebate from cash into a convertible preference share which produced a dividend of around 15% pa, issued in the name of pharmacist's superannuation fund.
- ▶ Developing market intelligence in the health professions to enable the company to stay ahead of pending industry changes, often driven by government policy, business

conditions and international trends.

- ▶ Endorsed insurance broker for the Australian Dental Association (Qld Branch)
- ▶ Providing advice to self-employed health professionals.
- ▶ Developed a highly effective Referral technique for professional services firms which is today licensed to other practitioners and advisors.
- ▶ Providing business development strategies including direct mail, strategic alliances, centres of influence, seminars, referrals, sponsorships, media, print and TV advertising.

2002 - 2005

Commerce Queensland

Position

Director

Duties

- ▶ Invited to join the Board in 2002 with areas of responsibility including marketing and business development.
- ▶ Recruiting Senior Managers to head up marketing and media.
- ▶ Re-designed the member value proposition.
- ▶ Implemented member discounts with strategic alliances across a broad range of services.
- ▶ Oversee the re-design of Board structure together with new constitution.

1990 - 1994

Y Lead (formerly Austrain)

Position

Director

Duties

- ▶ Providing leadership and strategic planning support to the chairman.
- ▶ Assisting with the development of leadership programmes for youth aged 15 – 25.

1989 - 1992

Brisbane Bandits Baseball

Position

Chairman

Duties

- ▶ Negotiating with various bodies to secure a suitable location.
- ▶ Feasibility process
- ▶ Sponsorship negotiation.
- ▶ Corporate governance
- ▶ Management of stakeholder relationships – US based shareholders, players, sponsors
- ▶ Strategic planning and business development
- ▶ Created organization from conception and project managed to ^L_{SEP} inception
- ▶ Development of strong media profile to support an emerging sport

Referees

Please notify prior to contacting.

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