

# Curriculum Vitae - Simon Jones

## PERSONAL DETAILS:

**Name:** Simon Jones  
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## EXPERIENCE:

### 2003 - current

(part-time from 2018)

### Director and Principal Consultant

*Cream of the Crop Recruitment Pty. Ltd.*

- Identified and developed innovative recruitment and psychometric assessment business opportunities
- Spearheaded sales and business growth strategy:
  - Developed of core business sales objectives,
  - Achieved average 35% annual growth with turnover exceeding \$2 million dollars within 9 years of start
  - Established and implemented Sales Team marketing strategies
  - Trained and Mentored Sales Team
  - Managed Sales Pipeline
  - Achieved high levels of lead to sales conversion
  - Positioned the value of sales solutions to leverage recruitment and training offerings
- Designed integrated marketing campaigns: print advertising, e-marketing, tele sales, web, social media (push, pull strategies)
- Conducted regular interstate and intrastate travel for business/sales meetings
- Evaluated sales team results and conducted performance appraisals
- Established marketing and branding activities including:
  - Presentations and Expo stands
  - Participation in Industry Forums
  - Built and Influenced client networks
  - Conducted keynote addresses
  - Organised Product launches
- Prepared business proposals and contracts:
  - Generated Client Quotes
  - Created major Tender response submissions
  - Undertook formal presentations to State Government Tender Panels
  - Created pricing models and Terms of Business
  - Developed warranty arrangements and service standards (KPIs)
  - Negotiated major client contracts with:
    - Santos, Serco, BP, Expeditors, BHP Billiton, Terramin, Holden, Australian Submarine Corp, Ernst and Young, ATO, Price Waterhouse Coopers, Genesee and Wyoming, Locher,

*Manpower, Hudsons, NAB, ANZ, Coles Myer, Rio Tinto, SA Health, Resthaven, ECH, ACH.*

- Directed the creation and execution of go-to-market strategies to support key business objectives: demand generation and brand promotion
- Developed and used CRM systems to manage, track, report and refine target market communication strategies
- Maintained an up-to-date knowledge of world's best-practice assessment selection and training practices
- Co-ordinated and participated in local and national staff selection for:
  - Executive and corporate staff
  - White and Blue Collar, and Technical staff
  - Graduate and Apprentice campaigns
  - Nursing Agency, temp and labour hire
- Developed and implemented client recruitment strategies:
  - Identified job competencies and recommended suitable competency frameworks
  - Provided specialist volume recruitment (national and state) advice
  - Liaised with clients to determine their needs
  - Developed client selection and sourcing processes
  - Undertook copy writing, design and placement for multi-media adverts
  - Interpreted psychometric reports
  - Created candidate sourcing systems
  - Conducted behavioural/structured interviews and reference checks
  - Generated selection matrices, weighted and non-weighted scoring systems
  - Prepared shortlist reports, and conducted post selection client feedback
- Implemented Psychometric Assessment strategies:
  - Provided specialist consultancy service for Psychometric tools including SHL and Saville Consulting, Previsor, SkillCheck, OPC, Corporate Culture and Performance Appraisal
  - Designed and implemented Aptitude Testing, Personality, Motivation, 360 and Leadership assessments
  - Identified high performing talent
  - Developed Competency Frameworks
  - Undertook Career Counselling and Outplacement Activity
- Developed a Registered Training Organisation
  - Applied to become a Registered Training Organisation division, specialising in Certificate courses in Aged Care, Disability and Business Services
  - Undertook Compliance monitoring activities against ASQA standards

*NOTES: I created Cream of the Crop Pty Ltd, in 2003, and as Director was responsible for all aspects of the company's development and continuing commercial success. Within 5 years the company achieved and maintained multi-million dollar sales, and operations were conducted from three office locations in South Australia, employing 20 office staff 100 casual staff and 300 students undertaking RTO training.*

**Oct 2018 – Nov 2019 Operations Manager**

*Duthy Homes*

- Managed the Day to Day running of a House Building Construction Office:
- Supervised Finance Team, Administrative and Payroll Staff
- Developed procedural documentation for office systems, including IT, Phones, Internet etc
- Recruited and trained new staff
- Implemented Workplace Health and Safety Systems, trained staff in compliance requirements.
- Responded to legal requests for information
- Oversaw rectification of defective work in conjunction with Construction Manager
- Managed Site Meetings and other on-site activities
- Convened Shareholder/Management Meetings
- Instigated and managed company Business Development activities:
  - Achieved 700% increase in sales leads in 6 months
  - Responded to web and phone enquiries
  - Identified new building opportunities for construction and created a sales funnel CRM
  - Visited potential clients and provided building information
  - Liaised with Architects, and Finance Providers to promote Duthy Homes
  - Completed large contract submissions
  - Prepared Contracts with clients and managed enquiries
- Managed Procurement chain:
  - Arranged tenders/quotes for suppliers
  - Sourced competitive price alternatives
  - Analysed tenders for Construction Manager
  - Read Architectural plans and liaised and prepared take-off information
  - Maintained Product Library
- Developed a comprehensive Marketing Plan including:
  - Search Engine Optimisation program
  - Social Media (Instagram, Linked In, Facebook)
  - Sponsorship arrangements
  - Photography of finished homes
  - Preparation of annual Master Builders Awards submission
- Liaison with Councils and Professional Certifiers

*NOTES: At the time of commencing this job I had semi-retired from Cream of the Crop and was head-hunted by a Board member for a fixed term to develop several aspects of the business. Specific priorities were to develop a marketing strategy and improve work place safety compliance.*

**August 05 – May 11**

**Proprietor**

*Allphones Mobile Phone Shop*

- Leadership and business policy
- Negotiation with Franchisor
- Retail Sales strategy
- Finances and Payroll

*NOTES: A franchised retail business run by my wife on a day to day basis. My role, whilst working concurrently in Cream of the Crop, was to oversight overall retail success, staff selection, financial performance and other administrative requirements.*

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**1996-2003:**

**Regional and Business Centre Manager Salisbury, Adelaide, Port Pirie and Broken Hill**

*Employment National (Federal Government Business Enterprise)*

- Achieved wide recognition from Employment National for developing and managing the most successful Business Centre in South Australia.
- High level capability in business, strategic, sales and marketing planning.
- Staff Management and Leadership
- Developed a national financial model for Business Centre forecasting processes
- Conducted networking activities across Northern Adelaide and Broken Hill.
- Member of Key Account Task Force
- Regular interstate and intrastate travel for business meetings

*NOTES: The Job Network and Employment National were the forerunners to Job Active Australia, and successor to the Commonwealth Employment Service (in which I worked from 1979-1996 achieving numerous Commonwealth awards for service). Working for Employment National during this five-year period I created what was considered to be their most successful Business Centre in South Australia, and in some business streams the most successful nationally.*

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## EDUCATION/QUALIFICATIONS:

2020-2022	Bachelor of Music (Popular Music) -Elder Conservatorium of Music University of Adelaide – currently completing 3rd year. GPA currently 6.69.
2012	Diploma of Property Services
2003	Responsible Officer Occupational Health and Safety
2008	Psychometric accreditation Saville Consulting (international qualification)
2019	Psychometric accreditation OPC (international qualification)
2019	Psychometric accreditation British Psychological Society's (BPS) Test User: Occupational, Ability (TUO-A formerly Level A) and Personality (TUO-P formerly Level B)
1998	Psychometric accreditation SHL (international)
1997	Miller Heiman Strategic Selling Course, Miller Heiman Sales Funnel Management
1996	Certificate IV Managing for Quality (Open Training and Education Network NSW TAFE)
1996	Certificate IV in First Line Management (Adelaide TAFE)
1988	Neuro-linguistic programming (NLP) – Basic introductory course
1973-75	Bachelor of Economics (partial completion) University of Tasmania

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**SKILLS SUMMARY:****Computer Skills**

- Programmer level skills:
  - Visual Basic for Applications,
  - SQL
  - MS Access
  
- Advanced User skills:
  - MS Word/MS Excel/MS Outlook
  - Internet Explorer, Safari, Firefox etc.
  - MS Windows
  - MYOB
  - Ableton Live 11
  - Sibelius
  
- Intermediate User skills:
  - MS PowerPoint
  - MS Publisher
  - Network development
  
- Basic User skills
  - MS Windows Server 2003
  - VOIP Telephone programming

**Media Skills:**

- Radio and TV Presentations
- Public Speaking

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**INTERESTS:**

- Music – guitar (modern, jazz and classical). See Appendix 1 for full details
  - Fitness – running, walking, bicycle riding
  - Classic Car renovations
  - Home renovations
  - Taekwondo – Instructor, Referee and 5th Dan Black belt
  - Politics – SA Best candidate for election in 2018 State Election for seat of Morphett
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**REFEREES:**

**Scott Rufus**

Managing Director, Saville Consulting Asia Pacific

Mobile: withheld for privacy reasons, as CV for assignment only

**Sue Richardson**

Emeritus Professor (prev. Director of National Institute of Labour Studies)

Mobile: withheld for privacy reasons, as CV for assignment only

**Brian Clarke**

Director, Regen Building Solutions

Mobile: withheld for privacy reasons, as CV for assignment only

## APPENDIX 1: MUSIC PERFORMANCE EXPERIENCE

<b>2016-current</b>	<b>Something Blue (duo)</b> <ul style="list-style-type: none"> <li>• Over 300 professional gigs</li> <li>• Vocals-Aden; Guitar-and arrangements Simon</li> <li>• Duo playing remixes of modern songs back to 1950's</li> </ul>	<b>Various Venues Country and Metro</b>
<b>2014-2016</b>	<b>Jones Hammond duo</b> <ul style="list-style-type: none"> <li>• Vocals-Michelle; Guitar and Vocals-Simon</li> <li>• Duo playing easy listening songs from the 1940s-60s.</li> </ul>	<b>Various Venues</b>
<b>2014</b>	<b>Ali Oetjen - Simon Jones duo</b> <ul style="list-style-type: none"> <li>• Vocals-Ali; Guitar and Vocals-Simon</li> <li>• Duo playing modern songs from 2000s on.</li> </ul>	<b>Private gigs</b>
<b>2013</b>	<b>Jenny and Simon duo</b> <ul style="list-style-type: none"> <li>• Vocals-Jenny; Guitar and Vocals-Simon</li> <li>• Duo playing Irish Folk songs</li> </ul>	<b>Private gigs</b>
<b>2008-2013</b>	<b>Simon Jones (solo)</b> <ul style="list-style-type: none"> <li>• Guitar and Vocals-Simon</li> <li>• Playing solo – songs from 1960's to current</li> </ul>	<b>Various Venues</b>
<b>2004-2005</b>	<b>Talia Wittman -Simon Jones duo</b> <ul style="list-style-type: none"> <li>• Vocals and Guitar-Talia; Lead Guitar and Vocals--Simon</li> <li>• Duo playing Country Music/Crossover songs</li> </ul>	<b>Various Country Venues</b>
<b>2003-2014</b>	<b>Charmaine Jones - Simon Jones - Craig Jones</b> <ul style="list-style-type: none"> <li>• Vocals – Charmaine; Guitar – Simon; Bass- Craig</li> <li>• Family trio playing private gigs</li> </ul>	<b>Private gigs</b>
<b>1973-1976</b>	<b>Something Else Trio</b> <ul style="list-style-type: none"> <li>• Vocals, piano &amp; trombone – Don; Guitar/Vocals – Simon; Drums- Malcolm</li> <li>• Trio playing cabaret music of the era</li> </ul>	<b>Various Venues Hobart</b>
<b>1973-1976</b>	<b>Stragred Band</b> <b>Various Venues Hobart</b> <ul style="list-style-type: none"> <li>• Vocals and Guitar – Simon; Bass -Martin, Drums and Rhythm Guitar</li> <li>• Rock Band playing hard rock of the late 60's and early 70s</li> </ul>	