
PRIVATE & CONFIDENTIAL

Resume of

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PROFILE

A passionate and capable General Manager / CEO / Director, from a Sales & Marketing background, with an outstanding record of successful business growth.

Demonstrates strong strategic focus across a range of multi-national businesses. Passionate and focused on ensuring she delivers results, driving growth and improving productivity across her teams.

SKILLS / EXPERIENCE

- Strategy – Development of short –term & long-term business & operational plans
 - P&L Accountability – up to \$30 million
 - Change Management
 - Sales & Marketing Management
 - Brand & Agency Management
 - Direct Marketing
 - Online / Interactive Marketing
 - Business Development
 - Customer Service / Customer Experience
 - Investor Relations
 - Negotiations / Sponsorship
 - Large Project Management
 - Research & Innovation
 - Industry Representation
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EMPLOYMENT SUMMARY

Dates	Role	Company
Oct 07 – May 11	Manager - Marketing & Online Marketing Teams	TOWER
Feb 07 – Oct 07	Business Strategy / Change Management	Independent Consultant
Oct 05 – Feb 07	Managing Director / Executive Director	Ventell / Mekkanik
Jan 05 – Oct 05	CEO	WordDial NZ Ltd
Jan 04 – Dec 04	Director, Sales & Marketing	WordDial NZ Ltd
Sep 01 – Dec 03	General Manager	InterCity Group
Jan 00 – Sep 01	Group Marketing Manager - Transport	Auckland City
Jun 98 – Jan 00	Group Marketing & Communications Manager	NZF Group
Dec 96 – Mar 98	Sales & Marketing Director	Kingsley Enterprises Australia
Jan 90 – Dec 96	Sales & Business Development Manager Roles – Pharmaceutical Industry, Australia	Roche, SmithKline Beecham, Macquarie Health

GOVERNANCE & TEACHING SUMMARY

Dates	Role	Company
Aug 10 – Present	Advisory Board Member	Generator NZ
Mar 10 – Present	Business Mentor	Business Mentors NZ
Mar 10 – May 11	Councillor	ANZA
Mar 10 – Present	Lecturer / Tutor for Certificate of Marketing	Marketing Association
Sep 07 – Present	Trustee	Life Education Trust

KEY ACHIEVEMENTS

Competency	Achievement
Brand Management	<ul style="list-style-type: none">• Through launch of a new Direct Response campaign - Raised TOWER brand awareness to number 1 in its category ahead of AMI, AA & State who all have much larger market shares & share of voice. This led to exceeding our sales targets 3 years in a row by up to 25% and achieving positive policy growth for the first time since 2005.
Internet / Interactive Marketing	<ul style="list-style-type: none">• Responsible for online / interactive strategies for TOWER, and was part of the team which launched TOWER's first on-line, purchasable insurance policies and sign-up process for KiwiSaver online. This site holds a HitWise award for internet traffic.• Managed a team of 12 Developers & Business Analysts at Ventell / Mekkanik, delivering online / interactive strategy, websites & mobile websites, web & mobile applications & text / social media campaigns.• Developed E-commerce / booking site at InterCity.
Business Development / Sales Management	<ul style="list-style-type: none">• Sourced and implemented CRM systems and sales reporting (replacing paper-based systems) at TOWER, InterCity Group, WordDial, NZF Group & Kingsley Enterprises.• Developed sales strategies for InterCity Group & WordDial and subsequently restructured / employed sales teams to achieve targets.• Grew the Australian business for InterCity by 183% over 2 years.• Secured and developed new accounts with Repco and K-mart in both Australia and New Zealand for Kingsley Enterprises. These produced 35% of the new revenue in the 1996/1997 financial year.
Customer Service / Customer Experience	<ul style="list-style-type: none">• In conjunction with my Call Centre Manager at InterCity, we developed and introduced a customer-focused call monitoring and performance development programme. Once implemented, we won the 2003 Startel CRM award – up against industry giants such as Air New Zealand, Qantas and Tourism Holdings Limited.
Business Growth / New Product Development	<ul style="list-style-type: none">• At InterCity, developed and launched a new product range into a new target market, with a \$10,000 marketing budget. Sales expectations were exceeded by 344% within the first 2 months and we regained market share that we had lost to cheap airlines.• At NZF Group, launched a new welding range into a crowded market and gained 5% of the market within the first six months.• Also at NZF Group, one of the four companies within the group had never made a profit in its 2 year existence. Through new product development and repositioning, sales increased by 30% in 1 year and it achieved its first profitable financial year.• With Kingsley Enterprises, through the development of a marketing strategy and a distributor customer loyalty programme we were able to turn sales around (below budget at mid-year) and achieve 115% of budget at the end of the year.
P&L	<ul style="list-style-type: none">• P&L responsibility for InterCity, Ventell / Mekkanik & WordDial. (up to \$9 million opex pa and turnover of \$30 million pa)• Presented P&L and management accounts at board meetings.

MEMBERSHIPS

Institute of Directors in New Zealand

Member

Chartered Institute of Marketers (UK)

Assessed at the Fellow Chartered Marketer level

Business Mentors New Zealand

Business Mentor

New Zealand Institute of Management

Member

Marketing Association

Member & Tutor for Certificate of Marketing

EDUCATION & TRAINING

2010 – Present

Institute of Directors Professional Development

Governance Courses – Financial, Governance & Strategy Essentials completed

2002 – 2004

MBA Programme & Post Graduate Diploma in Business Administration

Auckland University, Graduate School of Business, New Zealand

1997 – 1998

Diploma in Marketing (with Distinction)

Technical & Further Education, Bankstown, Australia

1988 – 1989

BTEC Diploma in Science - Food Technology (with Distinction)

Awarded by Cambridge University, England

A substantial number of other courses have been undertaken. For example, these include:

- NZTE – Accelerated business growth for NZ Hi Tech companies
 - MBA in a Nutshell
 - Word of Mouth marketing
 - NZIM – Managing for Performance
 - NZIM – Managing Conflict
 - NZIM – Negotiation Skills
 - NZIM – Advanced Project Management Skills
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PERSONAL DETAILS

Date of Birth

21 August 1970

Marital Status

Long term relationship

Interests

Languages (French & German)
Reading / Research
Scuba Diving (PADI)
Tennis
Sports Cars & Motorbikes

Travel
Gourmet Food & Wine
Skiing / Iceskating
Music – playing the flute

REFEREES AND REFERENCES

Written references and verbal referees can be provided at interview.

APPENDIX

Company & Role	Description	Annual Turnover / Reports (FTEs)
Head of Marketing & Online Marketing Teams TOWER Ltd	TOWER has been helping New Zealanders protect and grow the things they value for over 135 years. We provide comprehensive and innovative insurance, superannuation, savings and investment, trusts and asset management products and services through our businesses in New Zealand and the Pacific Islands.	\$425 million / 14 (697)
Business Strategy / Change Management	Independent consultant	
Director & General Manager Ventell / Mekkanik	Ventell Ltd specialised in mobile marketing and Mekkanik Ltd was a web applications, website development and mobile applications development house. Working both directly with clients and through advertising agencies, the companies worked together to provide technical marketing and business solutions.	\$1.4 million / 12 (12)
CEO WordDial NZ Ltd	WordDial NZ Ltd was a start up company, launching a new mobile marketing product into New Zealand. This was a mobile portal and search engine which enabled consumers to access mobile specific information websites from their mobile phones (similar to google mobile).	<\$1million / 14 (14)
Director, Sales & Marketing WordDial NZ Ltd	New Zealand was the test site and it was intended that the company would then launch into other countries using the NZ model.	
General Manager InterCity Group	InterCity Group (ICG) is one of the leading players in the transport and tourism sector, directly employing 60 FTE's and with indirect responsibility for over 200 FTE's New Zealand wide. ICG operates New Zealand's national coach network, consisting of InterCity and Newmans Coachlines, on behalf of its owners and franchisees (4 New Zealand based companies). It markets their products, services and associated packages both directly to consumer and through a network of 400 agencies within New Zealand and overseas.	\$30 million / 63 (200)
Group Marketing Manager – Transport Auckland City	Auckland City is New Zealand's largest council As the number one priority for council, Transport is the key portfolio. This covers all forms of transport - from walking / cycling to Passenger Transport to the provision and maintenance of roads, footpaths and the development of traffic management, parking and road safety measures.	\$583 million / 8 (1800)
Group Marketing & Communications Manager NZF Group	Based in New Zealand and Australian, comprising four major companies. These provide products and solutions to the architectural, construction, decorating and engineering industries. These products were sold both through retailers and merchants and also directly to the end consumer.	\$50 million / 16 (170)
Sales & Marketing Director Kingsley Enterprises Australia	Kingsley Enterprises is a company that markets four-wheel drive, ute and recreational vehicle accessories, through a network of approved distributors. Through its Bushranger branding, the company provides the marketing for its suppliers through a 'pull' marketing strategy.	\$6 million / 5 (20)