

## ADVISOR PROFILE

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**Name** Martin Haese

**Position** Managing Director  
Real IQ Pty Ltd trading as Retail IQ

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170 North Terrace  
ADELAIDE SA 5000

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[www.realiq.com.au](http://www.realiq.com.au)



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## BUSINESS EXPERIENCE AND PROFILE



**2005 – Present** **Real IQ Pty Ltd**  
Trading as Retail IQ

**Position:** Founder and Managing Director

**Summary:** Retail IQ is a full service retail advisory, recruitment and training firm providing services for clients nationally. As Managing Director, Martin oversees various aspects of the Retail IQ business including the provision of private client advisory, recruitment and training services on the following subjects:

- Human resource and organisational development
- Development of new retail concepts
- Site analysis and selection
- Retail business plans
- Retail policy and procedure manuals
- Retail operations manuals
- Retail marketing
- Retail management
- Design and implementation of management reporting systems
- Open to Buy inventory systems
- Supply chain management
- Product planning and specialist buyer training
- National and international expansion planning
- Succession and exit strategy planning

In addition, Martin is also a regular lecturer with the Sydney Business School (University of Wollongong, UOW) and the Australian Institute of Business Administration (AIBA) where he is responsible for facilitating various subjects at post graduate/Masters level.

For more information, visit [www.retailiq.com.au](http://www.retailiq.com.au)

BUSINESS EXPERIENCE & PROFILE

1993 – 2009

**Youthworks Group Pty Ltd**  
Trading as Youthworks and Sole Shoes



Position:

Founder, CEO, Board member



Summary:

Martin launched the Youthworks retail fashion business in 1993 as a single store operation in Regent Arcade Adelaide. Sole Shoes was launched in 2000 as a lateral expansion of the Youthworks business. Over the period of 12 years, the company grew to 16 retail stores located across Adelaide and Melbourne, \$25M annual sales, 210 employees and earned a reputation for business excellence and innovation which was recognised across Australia and internationally.

Youthworks was recognised for its dedication to retail excellence through winning in excess of 20 industry based awards, culminating in winning the Retailer of the Year award in 2003. As Chief Executive Officer of Youthworks Group, Martin was ultimately responsible for delivering the company's strategic objectives and financial goals.

Over the years, Martin's role within the company changed dramatically from that of small business operator to CEO of a national company. The Youthworks and Sole Shoes businesses were successfully divested in 2005.

After re-purchasing the Youthworks intellectual property in 2007, Martin revived the Youthworks business as a single store in Adelaide. Having re-established the brand in the marketplace, Martin then sold Youthworks for a second time in order to focus more fully on the development of Retail IQ

Martin's core responsibilities included:

- Creation and implementation of an annual business plan
- Creation and implementation of an annual operations plan
- Achieving the company's objectives in terms of sales, gross profit, product positioning, costs and overheads, return on investment, information technology, marketing, lease management, human resources and EBIT
- The research and implementation of an import replacement program, including attending various Trade Fairs in Europe and Asia and securing mutually beneficial relationships with a number of preferred manufacturers in China and India

These duties were undertaken with the assistance of a senior management team which reported directly to Martin. The senior management team included a Chief Financial Officer, Retail Sales Manager, four Retail Buyers and a Distribution Manager.

For more information, visit [www.youthworks.com.au](http://www.youthworks.com.au)

## ADVISOR PROFILE – MARTIN HAESE

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### Education

Graduate Diploma in Management (2007)  
Masters of Business Administration (MBA) (2008)

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### Business Awards

2009	Entrepreneurs' Organisation – SA Chapter – Inducted into the Hall of Fame on 27 June 2009
2009	Design Institute of Australia (DIA) – Retail Design Award - Winner
2007	Entrepreneurs' Organisation – SA Chapter – Member of the Year 2007 presented by Westpac Business Banking
2007	Entrepreneurs' Organisation – SA Chapter – Most Committed Member
2004	Ernst & Young – Entrepreneur of the Year – Central Region (SA & NT) Finalist
2003	Australian Retailers Association – Retailer of the Year Award SA - Winner
2001	Australian Retailers Association – Retailer of the Year Award SA - Finalist
1999	Australian Catalogue Award – Gold Award - Winner
1998	Australian Catalogue Award – Finalist
1998	Design Institute of Australia (DIA) – Retail Design Award - Winner
1998	Australia Day Council – Business Achievement Award - Winner
1997	The Myer Centre Adelaide – Retailer of the Year Award - Winner
1996	Illuminating Engineering Society of Aust – Retail Lighting Award - Winner
1995	Illuminating Engineering Society of Aust – Retail Lighting Award - Winner
1995	Design Institute of Australia (DIA) – Retail Design Award - Winner
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1993	Illuminating Engineering Society of Aust – Retail Lighting Award – Winner

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### Memberships & Appointments

2008 – Present	<b>Rundle Mall Management Authority (RMMA)</b> Board Member <a href="http://www.rundlemall.com">www.rundlemall.com</a>
2004 – Present	<b>South Australian Business Ambassador</b> South Australia Business Ambassador's Network – SABAN <a href="http://www.saban.com.au">www.saban.com.au</a>  <b>The Entrepreneurs' Organisation (EO), South Australian Chapter</b> <a href="http://www.eonetwork.org">www.eonetwork.org</a>
1998 – 2009	Member
1999 – 2007	Board member
2003 – 2007	Membership Chairperson
2001 – 2002	Forum Chairperson
2000 – 2001	Chapter President (South Australia)
1999 – 2000	Communications Chairperson
2002 – 2003	<b>South Australian Youth Arts Board (SAYAB)</b> Board member <a href="http://www.sayab.org.au">www.sayab.org.au</a>

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**Public Speaking Engagements**

Martin is an accomplished public speaker on the subjects of entrepreneurship and retail management. Martin regularly conducts seminars and workshops on both topics.

2008	University of Wollongong (occasional address, Graduation Ceremony)
2007	SA Great (Speakers in Schools Program 2007 launch)
2006	SA Great (Speakers in Schools Program)
2006	The Entrepreneurs' Organisation (EO) – Barossa Regional Forum launch
2006	MBA Alumni Association
2005	South Australian Youth Entrepreneurs' Scheme (SAYES)
2005	Australian Institute of Management (AIM)
2005	Adelaide University Commerce Alumni Association
2003	The Entrepreneurs' Organisation – Adelaide Leader Forum
2002	The Entrepreneurs' Organisation (EO) – Annual General Meeting
2001	The Entrepreneurs' Organisation (EO) – Hong Kong University
2000	Institute of Chartered Accountants (South Australia)
2000	The Entrepreneurs' Organisation (EO) – Global Leadership Conference, Manila, Philippines