

MARTIN HAESE – PROFESSIONAL PROFILE

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PERSONAL & PROFESSIONAL STATEMENT

My professional career has focused on my passions for retailing, innovation, leadership and entrepreneurship. Having founded, built and sold a number of retail businesses, I have walked the journey from small business owner to CEO of a retail company with 16 store locations, 200 employees and annual sales of AUD\$25M.

Having co-founded the Entrepreneurs' Organisation (EO) in South Australia in 1998 and founded a retail services firm in 2005 which I continue to lead today, I have a deep appreciation for the roles that networks, influential leadership, perseverance, strategic management, operational excellence and innovative thinking all play in bringing about improved commercial outcomes.

Having completed a Master of Business Administration (MBA) in 2008 and now lecturing for an international University and a privately held global education centre on a part-time basis, I remain committed to life long learning and the role that experience and education both play in developing sustainable competitive advantage.

My core competencies are;

- > The ability to listen to others
- > Influential and empowering leadership style
- > Entrepreneurial approach to problem solving
- > Disciplined and thorough approach
- > Vision, strategy and operational efficiency
- > Experienced public speaker
- > Experienced media manager
- > A comprehensive understanding of the retail industry
- > Solutions for sustainable competitive advantage for high-street retail environments
- > Demonstrated retail management expertise

COMMERCIAL EXPERIENCE

2005 – Present **Retail IQ**



Position: Founder and Managing Director

Retail IQ is a retail services firm providing services for clients in Australia and beyond. Founded in 2005, as the Managing Director I oversee various aspects of the business including the provision of client advisory, recruitment and training services. With a client list which includes national retailers, banks, pharmacy chains, property managers, developers, co-operatives and local government, Retail IQ is a provider retail strategy, operations, recruitment and training solutions. Please refer to www.retailiq.com.au



In 2010, the Rundle Mall Management Authority (RMMA) engaged Retail IQ to assist with the re-vitalisation the Rundle Mall precinct in Adelaide, Australia. Rundle Mall is the retailing heart of South Australia the precinct is home to 700 retail stores, 200 service based businesses, 15 unique arcades and shopping centres and SA's three largest department stores. With 5,000 workers, the precinct is also a significant employer in its own right and at 522 metres, Rundle Mall remains the longest pedestrian Mall in Australia. Rundle Mall's real significance can best be defined by the fact that it attracts in excess of 23 million pedestrian visitations per annum and remains the single most concentrated place for pedestrian traffic in South Australia. Annual sales account for AUD\$800 Million and will increase to AUD\$1 Billion by 2014.

Working closely with a Board of Directors, the Adelaide City Council, property owners and numerous stakeholder groups, I lead a team which provides for the retail management, marketing, events, promotions and operations of the Rundle Mall precinct. I play a key role in implementing the Board's strategic imperatives that are transforming the precinct into a sustainable and highly successful CBD retailing district. Please refer to www.rundlemall.com



I am also a part-time lecturer with the Sydney Business School (University of Wollongong, UOW) and the Australian Institute of Business (AIB) where I facilitate subjects in retail management, retail marketing, new venture creation and entrepreneurship for Masters level (MBA) students in Australia. Over the past 3 years, AIB Masters students have consistently rated my facilitation methods with satisfaction scores in excess of 97%.

Please refer to www.uow.edu.au and www.aib.edu.au

COMMERCIAL EXPERIENCE (CONT)

1993 – 2005 **Youthworks Group Pty Ltd**
Trading as Youthworks and Sole Shoes



Position: Founder, CEO, Board member



I founded the Youthworks retail fashion business in 1993 as a single store operation in Regent Arcade, Adelaide. Sole Shoes was then launched in 2000 as a lateral expansion of the Youthworks business. Over a period of 12 years, the company grew to 16 retail stores located across Adelaide and Melbourne, \$25M annual sales, 220 employees and earned a national

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reputation for retailing excellence and marketing innovation. Youthworks Group was recognised with in excess of 20 industry based awards, culminating in winning the Australian Retailers Association (ARA) Retailer of the Year award in 2003. Notable achievements included the production of a quarterly youth lifestyle magazine, the development of a highly innovative, effective and integrated customer relationship management (CRM) program and the achievement of sales per square metre measurably in excess of industry averages.

Over the years, my role within the company changed dramatically from that of small business operator to CEO of a multi store retail chain. As Chief Executive Officer, I was ultimately responsible for delivering the company's strategic objectives and financial goals.

As CEO, my core responsibilities included:

- Creation and implementation of an annual business plan
- Achieving the company's objectives in terms of sales, gross profit, product positioning, supply chain management, 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 developing mutually beneficial trading relationships with a number of preferred manufacturers in China and India

These responsibilities at Youthworks Group were undertaken with the assistance of an advisory board and a management team comprising of a Chief Financial Officer, Retail Sales Manager, four Retail Buyers, 16 Store Managers and a Distribution Manager. In 2005, the majority of the Youthworks retail stores were sold to Brazin Limited and some six months thereafter the Sole Shoes stores were sold to Platypus Shoes P/L.

Education

Property Resource Management (PRM) (1984/5) Incomplete
South Australian Institute of Technology (SAIT)

Graduate Diploma in Management (2007) Distinction average

Masters of Business Administration (MBA) (2008) Distinction average
Australian Institute of Business (AIB)

Key Business Awards

2011	Australian Business Arts Foundation (ABAF) award – for Rundle Mall's innovative collaboration with the Adelaide Fringe Inc
2009	Entrepreneurs' Organisation SA Chapter – Inducted into the Hall of Fame
2007	Entrepreneurs' Organisation SA Chapter – Member of the Year 2007 presented by Westpac Business Banking
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 Awards – 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

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Memberships & Appointments

2011 - Present	Bay to Birdwood www.baytobirdwood.com.au The largest motoring event of its type in the world Chairman
2008 – 2009	Rundle Mall Management Authority (RMMA) Adelaide, Australia www.rundlemall.com Founding Board Member
2004 – 2010	South Australian Business Ambassador Adelaide, Australia www.saban.com.au South Australia Business Ambassador's Network – SABAN
2002 – 2003	South Australian Youth Arts Board (SAYAB) www.sayab.org.au Board Member
1998 – Present	The Entrepreneurs' Organisation (EO), South Australian Chapter www.eonetwork.org Holding various roles on the board including Chapter President
1997 – Present	Sporting Car Club of South Australia www.sportingcarclub.org.au Member

Public Speaking Engagements

Over the last ten years, I have been invited to address audiences or act as the Master of Ceremonies at in excess of 50 functions across Australia and South East Asia.

2011	Rundle Mall Masterplan Property Forum
2011	Rundle Mall Masterplan Retailer Forum
2011	Rundle Mall Masterplan Media Launch
2011	Bay to Birdwood Classic – Chairman's Address
2011	Federation of Historic Motoring Clubs – Annual Conference
2011	Retail Executive Program (RXP) Graduation event (Convention Centre)
2011	Mainstreet SA - National Conference – Guest Speaker
2011	Australian Property Institute (API) – Guest Speaker
2011	Place Leaders Association (PLA) – Tour Facilitator
2011	Rundle Mall Retailers Forums (various) - Facilitator
2010	Singapore Retailers Association Annual Conference – Guest Speaker
2010	Singapore Retailers Association CEO's Forum – Guest Speaker
2010	Rundle Mall Retailers Forums (various) - Facilitator
2010	Property Council of South Australia – Guest Speaker
2010	Retail Executive Program (RXP) Graduation event (National Wine Centre)
2009	Retail Executive Program (RXP) Launch event (National Wine Centre)
2009	GR8 Business Connections – Guest Speaker
2008	University of Wollongong (occasional address, Graduation Ceremony)
2007	SA Great (Speakers in Schools Program 2007 launch)
2006	The Entrepreneurs' Organisation (EO) – Barossa Regional Forum launch
2006	MBA Alumni Association

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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