

Simon Charles O'Shaughnessy

C U R R I C U L U M V I T A E

C o n t a c t D e t a i l s

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Career Objective

My value as a person is delivering a wide, and proven, skill set into business environments, taking ownership of the vision, and making it actual.

Strategic by nature, and a natural leader I love complex developments.

Being adaptable and creative I often pick out the gems and join seemingly random parts to make a concise and profitable way forward.

Working best as a visionary, and with vision I motivate and connect people at all levels, to move forward to great goals.

Success for me is about making the most of both the potential within the organisation, and the skill sets of its people, for growth and their satisfaction.

Personal Attributes

- **Creative entrepreneurial skills proven in a variety of international business situations. Strong ability to identify and create new developments in products and ideologies to create commercial success (a track record of multiple £1M+ pa ideas). Strongly intuitive with a natural ability to identify, develop and positively change a business situation while being true to the organisation's values.**
- **Recent success in landmark US2.8M deal was based on my high level interpersonal skills to be able to work with professionals, interest groups and stake holders to ensure the success of a project. Most of my working life has been about blending together people at all levels of society, and ability, as we look at a project or goal.**
- **Strategic in seeing options and variations in a project with commercial clarity. Often I can hear through the 'noise' of all the information to understand the viability of a product, or organisation, and push these key areas forward for success. I'm always looking at trends in society and making connections.**
- **A natural leader, building teams with attention to employee's skills and development. My leadership 'coaching' style would want to include all the people resources in an organisation while ensuring they are performing at, and within, their best abilities.**
- **Wide range of business skills, understanding: finances, management, marketing, advertising and media. Having built many products into brands I have learnt through practical experience either how to do a job myself or who to bring in to ensure a high end result.**
- **PC competent using Outlook, Word, ACT and other programmes. Using a variety of professional network tools.**

Work Experience Summary

Organisation	Role	Dates
Carista Ltd	Director	2001- current
Lifeway Trust	Board (temp CEO)	Feb'02- Feb'04
Family Television	CEO	Feb'02- Feb'03
Huhu Animation Studio	General manager	Feb'02 –Feb '03
Severn Leisure Ltd (UK)	CEO	1984 – 2001
Top Table	Operational manager/owner	1983 - 1985
Reed & O'Shaughnessy	Partner	1977 - 1983

Work Experience

Feb 2001 - Present **Company** **Carista Ltd**

Description Director

Role 1- Consultant for Pacific Palisades Ltd

Key Responsibilities:

- Negotiate the restructuring of multi companies with two main shareholders (one in US and one NZ) to achieve single company, condensing all previous legal and accounting problems and international contracts so that the media product might withstand due diligence.
- Reposition US client so that they have ownership of their investment.
- Work with International lawyers, stakeholders and partners to sell the product globally.

Key Achievements:

- Single legal Deed formed for all parties in 2006 with single company holding all property.
- Removal of previous world marketer in Canada who was trading without full board approval.
- Signed 'Landmark' contract with China worth initial US\$2.8M +

Role 2 - Consultant for Omega Plastics

Key Responsibilities:

- Negotiate the restructuring of the company on behalf of the major shareholder to change partners and join with another plastics group.

Key Achievements:

- Achieved 50% ownership by new partner, with financial security and future for my client whilst avoiding other damaging outcomes for the business.

Role 3 – Other Coaching, Company & Consultant areas.

Key Responsibilities

- Various consultant roles for small and new business.
- As an approved Results coach delivering Coaching to Executives.
- Appointed to the 'chair' of TEC organisation Auckland group. (first formal appointment in NZ) TEC is dedicated to increasing the effectiveness and enhancing the lives of Chief executives. TEC is global and has 1200 members in Australasia with approx 80 'chairs'.

Key Achievements:

- Aided a CEO of educational institute in NZ through major transition of his role to board member of new group.
- Worked with CEO of UK group who is now an advocate of coaching throughout his company and developed a programme for training in his large church based business group.
- Creating a new brand in NZ through Walrus Spa Designers. Now trading with initial private sales in NZ and Australia. Close to creating first NZ commercial spa with fit out value of \$750,000.

Feb 2002 – Feb 2004 Company Lifeway Trust

Description Board member Management Team

Role 1 - Board Management Team (Temp. CEO)

Key Responsibilities:

- Asked by founder to take on many of his roles including CEO of the TV station, and oversee changes in organisation to make it into an international campus.

Key Achievements:

- Rebuilt and staffed the TV station taking it from analogue to digital. Developed new programmes. Brought in new key staff.
- Led the board; with the financial controller changed banking and loan structure to allow for campus redevelopment.
- Practically involved in contracting trades, and rebuilding of campus areas including new lecture theatres, new computer systems etc.
- Set up NZQA animation course for Lifeway College with education director.

Role 2 - Huhu Enterprises Operations Manager

Key Responsibility:

- Develop the animation products of the studio. Negotiate new contracts and work with international partners.

Key Achievement:

- Negotiated first sales of product with Integrity TV (USA) for broadcast rights and new format of existing animation shows; working with US lawyers drafting contracts etc. – sale worth approx US\$300,000. Also new contracts in UK for cable broadcast.

1984 – Oct 2001 Company Severn Leisure Ltd

Description CEO

Role 1 - Development of Main Company

Key Responsibilities:

- Daily operation of the company and taking it from a sole trader to national business.
- Recruiting and staff training.
- International partnerships with Germany, France, Sweden and USA.
- Major client accounts. Virgin Active, Next Generation Clubs, Total Fitness etc.
- UK Product development, sourcing and marketing.
- Management and development of retail shops. Sales, staff and customer relations.

Key Achievements:

- Organisation became the largest private company of its type in Europe with GBP£3.5M (NZ\$10.5M) annual turnover. The largest 'client' in the world to our US and German suppliers from nothing.
- Invented the new-spa market in the UK, with our designs and installations becoming the benchmark. Average individual corporate sale value GBP£250,000+
- Importer for a disposable eyewear product taking it from zero to sales of over 32 million pairs per year: US supplier.
- Developed the first luxury retail tanning centre in UK, 5 years ahead of the market.
- Created the first cosmetic tanning products & accessory business in the UK, with US and Swedish contracts. After building this business it was sold successfully to a new mail order company.
- Installations overseas in France, Belgium, Qatar and Australia. Running installation from UK and onto sites with German and UK installation teams.
- Sold the most expensive single item in UK 'sauna' market. A Kelo house built for Virgin Active clubs in Slough worth over GBP £120,000.
- Exhibition organiser for the company's key events.
- Moved company 170 miles to set up new HQ and retail shops.
- Ran 17+ staff including installation trades, sales team and retail staff.
- Sold company in 2001 to a financial group to emigrate to NZ.

Role 2 - Retail Development for Company

Key Responsibilities:

- Setting up retail shops for company with new products.
- Interior design of shops, retail and staff management.

Key Achievements:

- Art Gallery set up and staffed in Liverpool with recognised artists, imported works and giving space for local artists to promote their work, including BBC TV show winner.
- Retail sales of leisure products, running local promotions, staff etc.
- First luxury tanning centre in UK pioneered in Bristol and later second in Liverpool. At peak running 11 hours a day fully booked.
- Beauty salon with non surgical 'face lift' and other equipment. First in West of England – later sold.
- Sold 200,000 plus of neon sunglasses ahead of the market at 500% profit!

1983 – 1985

Company

Top Table Ltd

Description

Operation Manager/ Owner

Role - Company Manager

Key Responsibilities:

- Making new business sales
- Management of staff

Key Achievement:

- Running the outdoor catering unit for 6 days during an event with 6000 people onsite.

1977 – 1983

Company

Reed & O'Shaughnessy

Description

Partner

Role - Partner in Dental Practise.

Key Responsibilities:

- Supplying NHS and Private dental treatment and maintaining the practice management with my partner.

Key Achievement:

- Initially my side of the practice had only the overflow patients from my partner's side 1-5 people a day. When I sold my partnership share I was treating 30+ daily. Turnover approx GBPE200,000.
- Accurate and high calibre work specialising in crown and bridge restorations.

Education and Professional Development

Tertiary	University of Bristol BDS Hons with additional Hons in Biochemistry
Secondary	Solihull Public School A level – Biology, Physics, Chemistry O level – English, Maths, Biology, Physics, Chemistry, Geography, and History.
Professional	Diploma in Coaching—Results Coaching Systems NZ, with additional 3 modules towards ICF qualification. TEC 'chair' appointment Nov 2008
Other Achievements	Squash Team and Athletics team for home county, Warwick. Member of the leadership team of two large UK church groups.

Interests

General fitness, with Yoga and Fitness trainers.
Business Life – church group involved in business development.
Art – recently displayed at B & O showroom, Auckland.
Writing – 80% complete on first book of poems with illustrations.
Housing – by default (!) as we have rebuilt two homes in NZ, one with leaky home syndrome.
Reading – generally a novel and a 'further learning book' being read at any one time.

Referees

Graeme Skeates GRAEME SKEATES LAW. Auckland, N.Z.

Matt Edmundson. LUTROO Ltd. U.K.

John Dawson. President YWAM

Further as required.

Recent testimonials within Carista Ltd -

'Thank you so much for the work you have done and continue to do on our project. We are amazed with your ability to tenaciously move forward given an extremely complicated set of circumstances. Without you in N.Z., chances on this matter would never have come to a favourable completion.

When business called for disappointment, you turned it into a positive. When we thought there was no way, you found the way. For all of this, we are grateful. We want you to know how much we appreciate you, and look forward to having you as our agent in future endeavours.

It has been a joy to have you in our home when business brought you this way. Also, we are happy to call a man like you "friend".

Burt and Packer Wilson Tennessee, U.S.A.

'I have known Simon for several years both as a friend and in capacity as a lawyer. I have no hesitation to recommend Simon for any position that he has a desire to apply for.

Simon's background as a dental professional and then an entrepreneur establishing a very successful business of international proportions gives him unique qualifications in both the business and professional areas. Simon has also acted as a contract professional business consultant.

Simon has referred to me, in my professional capacity, on several projects in respect of which he provided consultancy. These were not straightforward and in the background were historical 'baggage' and difficulties. I have found that Simon is very astute, a good reader of people and their agendas and able to quickly troubleshoot a situation and provide effective means of providing resolution, ongoing momentum and effect a successful conclusion. Simon has extensive international contacts in a wide range of fields.

As a person, Simon is both professional and personable and has an infectious sense of humour. In my view his honesty and integrity are beyond question. Simon's personal and family lives are exemplary and Simon has contributed significantly to his surrounding community both socially and charitably'.

Graeme Skeates, Graeme Skeates Law. Auckland

'From the outset I was slightly hesitant about investing time into coaching. I was soon a convert when I realised the dividends being returned to my whole approach to business, life and personal relationships. Sessions with Simon left me brimming with both inspiration and strong practical ideas. His ability to convey his own extensive experiences in business, alongside his depth of creative insight is simply outstanding. When you spend time with Simon you feel deeply challenged to operate at your full potential, with wrong thinking challenged, and practical tools to start new roads for success. As a person Simon is an inspiring entrepreneur worth listening to at any opportunity. As a coach the entrepreneur and strategist combines to deliver an exciting package. This whole process reduced the level of noise and confusion I faced in a variety of situations, and brought stunning clarity on the clear strategic steps needed in both business and personal life. Well worth the investment'!

Ash Taylor CEO Masters Institute

'We are where we are today because of the foundations laid by Simon'.

Trevor Yaxley CEO and founder Lifeway Trust

'I have known Simon for many years now. I consider Simon to be both a close friend and mentor. Much of what I am doing today with my 5 businesses I owe to what I learnt watching and spending time with Simon. How refreshing to see someone do things differently. How unique to find someone that you can trust. Simon is more than just a mentor ... he brings to the table experience from a wide range of sectors, is an excellent listener and has an outstanding ability to process and condense an enormous amount of white noise into a clear and tangible way forward. I would not hesitate in recommending Simon'.

Andy Kent. Managing Director Angels Solutions UK