

Dean Marinac – Grad Dip EI, BBus, Assoc Dip Bus.

Background

Dean's depth and breadth of experience spans a number of industries including tourism, hospitality, finance, accounting, employment, manufacturing, production, retail, and sales in various fields. With an ability to see the view from the "balcony" then dive onto the "dance floor" for a closer look, Dean uses his energy, enthusiasm and wide knowledge to get to the heart of any challenge or opportunity.

Experience

Dean has held a number of strategic roles during his career requiring him to build and grow businesses through sales. His experience in sales processes that work and large scale commercial tendering has seen him pitch to companies including Pacific Dunlop, Pacific Brands, Linfox, Shell, Glaxo Wellcome, Toll Holdings Ltd, and Visy Recycling and win! Dean's commitment to the small to medium business sector is demonstrated through an achievement in late 2007 when he secured \$450,000.00 in Federal Government funding to establish a training program for small to medium businesses under AusIndustry's "Building Entrepreneurship in Small Business" initiative. Dean continues to support business initiatives to help business owners and is involved with the Queensland Government's initiative - Jobs Assist - providing funding to business owners to build strong plans and actions to grow, develop, and enhance their businesses.

Dean has a wealth of practical experience in project management delivering numerous solutions built to specification, on time, and on budget. He has managed teams of up to 32 staff covering all facets of performance management, career development, process improvement, quality, timely production, recruitment, retention, and motivating teams to meeting their targets. Dean also led a team responsible for the staff engagement of more than 300 employees across an entire division of one of Australia's leading financial institutions. He knows how to build high performing teams and continues to work with business owners to align their people towards the key objectives through his program "Building Your C.H.A.M.P.I.O.N. Team". More than 80 businesses have experienced the benefits of Dean's team development work!

In his role as a Management Information Systems Manager within the banking industry, Dean delivered numerous outcomes including a "Balanced Scorecard" reporting environment for senior management, and a custom built sales reporting application covering 75 sales people spanning Australia and New Zealand. Dean knows how critical it is to closely monitor and manage the key success factors in any business and subscribes to the Peter Drucker philosophy that "if you can't measure it, you can't manage it!"

During his time in the airline industry Dean honed his skills in the areas of customer service, marketing research, customer strategy, and customer relations. Customer value is often underestimated and is a fantastic source of opportunity to grow a business and keep it! It's why Dean created his popular program called "Putting Your C.U.S.T.O.M.E.R. First".

Highly sought after to facilitate strategic workshops and training to solve problems, hatch strategies, and explore opportunities, Dean brings rigour with flexibility and creativity with a commercial reality.

Vision setting, strategic planning, business planning, marketing planning, training, personal and business coaching, and strategic facilitation continue to be Dean's key activities with a strong focus on innovation. He has worked with large groups of senior management, front line teams, and even customers to solve problems and implement new ideas. Dean continues to work with professional services industries like accounting and the legal profession across Australia and New Zealand in improving their profitability, their cashflow, and growth and "turbo-charging" their firms, because he understands the pressures and challenges of making that happen. He sees the accounting and legal professions as "the best professions to help small businesses become great!" and therefore empowers them with the skills to help their business clients.

Dean has worked with hundreds of businesses directly in a consulting and/or coaching capacity. His roles have included reviewing the current health of a business and making recommendations for change; developing formal business plans and action plans then holding business owners accountable for getting things done; and developing sales and marketing strategies for owners wanting to take their business to the next level of growth. More recently, Dean has even coached and trained more than 60 other business coaches across Australia and New Zealand to help their clients take their businesses to the next level. Dean is a successful entrepreneur and is also a highly sought after speaker regularly presenting to large groups of business owners locally and overseas. More than 22,000 business people in the last four years alone have heard Dean's powerful messages on how to make improvements and build sustainable, flexible businesses for the long term and take themselves and their businesses to the next level by building massive unstoppable momentum.

Qualifications

To compliment his practical experience gained over 22 years, Dean has completed a Post Graduate Diploma in Entrepreneurship and Innovation. He has 'world leading' knowledge in these fields and brings this to every situation he is engaged in.

He has a Bachelor of Business with majors in Marketing and Information Systems and a minor in Human Resources Management, which also provides a strong command of these bodies of knowledge. Combined with his practical experience, Dean is a highly valuable resource to have as part of your support team.

Focus

Dean is now focused on expanding his highly successful action-learning program known as "Million Dollar Momentum Circles" which is in line with his personal philosophy of "bringing people together to create new possibilities for their businesses and their lives." Dean's life is dedicated to supporting and stretching Small to Medium Business owners to ensure they build strong businesses for the future prosperity of all communities where these businesses operate.