

Gone Riding Consulting



Geoff McLean

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Gone Riding Consulting is a management and media consulting business operating in Victorian Central Highlands which specialises in small business and the equestrian industry.

With over thirty years experience, owner Geoff McLean offers targeted insight and advice in areas of strategic planning, business analysis, retail sales, business to business sales, sponsorship and advertising.

Professional Industry Experience:

Geoff McLean has a wide range of general management, project management, sales management, business analysis and strategic planning experience. With emphasis on establishing strong business to business and individual relationships, he demonstrates exceptional observational, listening, problem solving, communication and presentation skills.

Industry experience includes:

- ✚ Human Resources (NSW Health)
- ✚ Healthcare and medical management and sales (NSW Health, Territory Health, Merck Sharp and Dohme, Bristol Myer Squibb)
- ✚ Automotive (Audi, Volkswagen, Honda, Ford, Kia)
- ✚ Information Technology (IBM Australia)
- ✚ Print and media sales management and advertising
- ✚ Photography - sports action, portrait, landscape/rural and agricultural property
- ✚ Professional writing
- ✚ Social Media
- ✚ Equestrian retail and wholesale

Equestrian Industry Experience:

Geoff commenced riding with Mountain District Horse and Pony Club at the age of eight and started his eventing career in 1986 after moving to Albury Wodonga. He gained a Bachelor of Applied Science in equine studies graduating in 2006.

Achievements:

- 🏆 Eventing - competed to CCI 1*
- 🏆 Dressage - competed at Novice level
- 🏆 Show jumping - competed to D Grade
- 🏆 Show jump Coordinator at Albury International Horse Trails from 2000 to 2004
- 🏆 Border District Show Jump Club Committee Member from 2001 to 2004
- 🏆 Border Show Jumping Spectacular 2001 to 2003 - responsible for invitations to special guests, care of Federal and State Government members, local councillors, dignitary's and special guests, beverage/bar sales and Post competition entertainment and celebrations

Automotive and Retail Sales Experience:

A sales and marketing competencies career spanning more than 20 years including professional development with leading providers including IBM, Merck Sharp and Dohme and most recently AHG.

Geoff has an excellent understanding of the sales process and customer satisfaction continuum demonstrated by a sustained national top 25 Sales/Customer Satisfaction league tables for Merck Sharp and Dohme, Audi, Ford, Honda and Volkswagen.





Competencies:

1. Sales process and customer satisfaction training
2. Mentoring sales cadets
3. Mystery shopper
4. Product training
5. Sales planning

Computer and IT Competency:

Information technology competencies developed over 25 years with experience ranging from large multi-discipline multiuser environments to standalone personal computing including web development and web copy writing.

Competencies:

1. Advanced Microsoft desktop applications (Word, Excel, PowerPoint, Publisher, Access and Outlook)
2. Web Site design and implementation including Search Engine Optimisation and content writing and photography using a range of development tools including WIX, Weebly, WordPress and RedFrame
3. Small network design, acquisition, implementation and management:
 -  Configuration of workstations
 -  Loading application software
 -  Installation and configuration of modem/routers, printers, and other devices including IP addressing
 -  Small network security
4. Reynolds and Reynolds Automotive business systems
5. ERA Net Automotive Sales management system
6. SAGE ERP and CRM systems
7. MYOB
8. Quicken

Professional Consulting Expertise:

Geoff McLean has over twenty-five years of solid work place experience in diverse consultative environments working collaboratively to achieve business objectives.

Competencies:

- 1 Contract account management and business development inclusive of new business development
- 2 Strategic, functional and business planning specialising in operational, marketing and sales planning including:
 - ✚ sales process analysis
 - ✚ process redesign and documentation
- 3 Marketing and sales analysis and forecasting including:
 - ✚ Client and customer consultation
 - ✚ Survey design, data collection, analysis and reporting
 - ✚ Sales data modelling, collection, management, analysis and reporting
- 4 Sales process analysis, definition, re-engineering/implementation and documentation
- 5 Automotive industry sales and product training including:
 - ✚ Supply of training manuals and aids
 - ✚ Product training manuals
 - ✚ Post training delivery follow-up coaching mentoring and support
- 6 CRM and sales system design, acquisition (including RFQ, tender preparation and assessment, contract negotiation), implementation and reporting
- 7 Professional writing including:
 - ✚ Sales and marketing white papers
 - ✚ Equestrian sport, equine fitness training, nutrition, special interest, and event reporting including photo journalism
 - ✚ Web content, business and property photography

Personal Interests:

- ✚ Breeding Angus Cattle and quality warmblood sport horses
- ✚ Olympic discipline equestrian sports, dressage, eventing, show jumping
- ✚ Active senior competitive member – Equestrian Australia
- ✚ Gardening, especially vegetables, berries and fruit.
- ✚ Conservation and land improvement
- ✚ Cooking
- ✚ Woodwork
- ✚ Photography

Referees:

Available on request