

JOEL BARLOW, MEIT, MIS

Hampton Park, VIC ■ 0425 862 021 ■ joelbarlow@gmail.com ■ [LinkedIn Profile URL](#)

NATIONAL MARKETING MANAGER | PRODUCT MANAGER | BUSINESS OPERATIONS MANAGER

Mid to Large Multinational Corporations (MNCs) → Consumer Electronics, IT Hardware, and HVAC Companies

Skyrocketing Revenues by Optimising Brand Visibility, Launching New Products, and Building Multi-Channel Alliances.

PIONEERING BUSINESS OPERATIONS LEADER with 18+ years of verifiable background in leading strategic business operations, marketing, and product management for globally-recognised brands (Samsung and Toshiba). Expert in boosting multimillion-dollar sales by unifying brand identity, boosting product visibility and consumer awareness in various advertising platforms, and negotiating win-win channel partnerships and alliances to leverage costs.

INNOVATIVE MARKET STRATEGIST with demonstrated success in developing and implementing well-researched go-to-market (GTM) strategies and plans that identified untapped business opportunities, invigorated product potentials, discovered new channel partnerships, and outpaced heavy industry competitors.

GROWTH-CENTRIC B2B / B2C PARTNER and expert in devising and executing sustainable marketing and advertising programs to establish market presence in the Australian, Indian, and GCC (Saudi Arabia, Kuwait, United Arab Emirates, Qatar, Bahrain, and Oman) regions. Credited for launching world-class product commercials, campaigns, tradeshows, etc.

MARKETING & LEADERSHIP STRENGTHS

- | | | |
|--|--|---------------------------------|
| - Business Operations Management | - New Product Introduction & Launch | - Territory / Area Management |
| - Product Development & Management | - Stakeholder Relationship Building | - Sales / Demand Generation |
| - Strategic Marketing Communications | - KPI Setting & Profitability Analysis | - Regulatory Compliance |
| - Brand Strategy & Image Building | - Revenue & Margin Maximisation | - Investment Planning |
| - Multi-Channel Partnerships & Alliances | - Budget / Cost Control & Forecasting | - Inventory / Stock Control |
| - Project & Program Management | - Customer Management | - Team Leadership & Development |

Multilingual: English – Bengali – Hindi

CAREER IMPACTS

Achieved revenue growth of \$50M+ over 3 years after designing and implementing AHIC's Australian-specific business plan.

Boosted top-line revenue to 20%+ by launching 6 new products for AHIC (Toshiba / Carrier JV Company).

Grew Samsung's overall sales through e-commerce channel to 140% (4% of total company revenue) by pioneering introduction and implementation of integrated e-commerce marketing platform.

Achieved \$120M gross revenue for AV segment in GCC for over 2 years at Samsung.

CAREER NARRATIVE

AHIC (TOSHIBA / CARRIER JV COMPANY) ■ Melbourne, Australia ■ 2010–Present

Fully owned subsidiary of Air-Conditioning & Heating International (AHI) with \$550M+ and 250+ employees.

NATIONAL PRODUCT & MARKETING MANAGER – AUSTRALIAN MARKET

Managed: 7+ reports | P&L: \$48M | EBIT: 7% | Reported to: Business Unit Manager

Promoted to provide strategic product management and marketing oversight across 4 business segments — during period of evolving market changes — to launch new revenue-generating products and improve existing product portfolios by assessing market needs, developing unique value propositions, crafting go-to-market strategies, boosting brand integrity and awareness (campaigns and promotions), maintaining regulatory compliance, and architecting coherent product roadmap (structure) tied to overall revenue targets.



Helped drive year-on-year growth since 2007 by launching new products to targeted market and revamping go-to-market (GTM) plan in 2019 to address stagnant revenue performance in 2018.

Selected Highlights:

- **Achieved revenue growth of \$50M+ over 3 years** after designing and implementing Australian-specific business plan.
- **Increased top line revenue to 30%+ with additional \$4.4M gross margin** by facilitating in-depth market review that addressed product gaps and launching 11 new products/line up that boosted company's product line-up (long-term).
- **Topped revenue expectation by 11%+** through spearheading full 360-degree overhaul of company's "go-to-market" preseason strategy focusing on marketing and promotional activities tied with existing products.
- **Generated 25% revenue and 5% gross margin improvement** by successfully restructuring single pricing strategy into multi-layered pricing model, delivering added value to customers and manufacturing unit partners.
- **Boosted company sales 160%+ in Australia** by spearheading highly-competitive marketing campaigns via "Above the Line (ATL)" and "Below the Line (BTL)" communication tools. Adopted inclusive product GTM strategy.
- **Achieved new product target and profitability within first 4 weeks** by strengthening internal and external marketing communication strategies (launch plan, sales training, campaign, promotion) to multiple channel partners and customers.
- **Strengthened overall brand performance** after convincing reluctant top management to allocate \$1M add-on investment focused on brand building — creating and launching all-inclusive marketing plan that generated positive results from 150+ dealers and 200+ network partners.
- **Reduced inventory holding cost by \$3M annually which contributed 2% directly to annual EBIT** by analysing 3-year sales history, introducing product segmentation and categorisation, and optimising stock holding per warehouse (national).

SAMSUNG GULF ELECTRONICS ■ Dubai, UAE ■ 2000–2010

Leading global manufacturer of consumer electronics with \$174B+ (2016) revenue and 489K+ employees worldwide

HEAD OF MARKETING DEPARTMENT – AV, IT, MOBILE, AND WHITE GOODS

Managed: 11+ reports | Budget: \$22M | Reported to: Managing Director

Promoted as Head of Department from Marketing Manager role. Led all aspects of consumer marketing, branding (visual merchandising), promotional campaigns (ATL and BTL approach) across multiple platforms (TV, print, media, tradeshow, etc.). Built strategic multi-channel partnerships to improve product visibility, control budgets/costs, enhance consumer brand awareness, and overall generate sales/revenues.



Boosted product showcasing performance by 33%+, media coverage (visibility) by 24%, and target rating point (TRP) by 15% to 18% — achieved by synergising marketing focus based on "convergence" across all 4 business verticals at Samsung Electronics.

Selected Highlights:

- **Created unique, synergised marketing tagline** that leveraged overall brand value and adopted to all advertising campaigns across GCC nations. *Key results:*
 - Achieved \$120M gross revenue for AV segment in GCC for over 2 years.
 - Increased brand visibility by 33% (Segment integration) that generated \$70M sales across product categories.
 - Improved channel visibility across 8 countries and 150+ outlets (incl. pan territory electronic stores and hypermarkets).
 - Received "Best Ad Campaign Award" across GCC for one of the LCD technology print advertisement.

- **Grew territory sales more than 15%** after taking corporate showcasing platform to below-the-line (BTL) advertising across 150+ stores that enhanced visibility and attracted thousands of consumers. *This was achieved on the backdrop of a long-term deal with premium channel partners on investment sharing basis.*
- **Earned multiple praises from business partners and competitors** after securing \$300K additional budget (from Samsung HQ Design team) to create a truly world-class corporate showcasing platform during the GITEX — annual electronics exhibition attracting 300K+ visitors.
- **Boosted company sales by 55%+ in Middle East** by spearheading highly-competitive marketing campaigns via “Above the Line (ATL)” and “Below the Line (BTL)” communication tools.
- **Bolstered channel sales to 4% of total company revenue** after pioneering introduction and implementation of e-commerce marketing platform — later adopted enterprise-wide by Samsung in 2006.
- **Attained cost advantage of 25% to 30% and sales increase of 20%+** by leveraging promotional advertising that utilised resources better and gained premium positions in leading print media partners. Co-op agreement with channel partners.

PRIOR SUCCESS

Commercial Officer, Toshiba Corporation, Abu Dhabi, UAE

Charged with complex commercial and administrative functions relating to project scoping, investment planning, and business pitches leading to revenue growth via repeat business from multiple clients.

Worked in Business Development roles at Intertec Software in Bangalore, India and Grundig Gulf Fze in Dubai, UAE

CREDENTIALS

Master's Degree in Economics (International Trade) – University of Calcutta – Calcutta, India, 1999

Master's Degree in Information Systems (Database Management) – Bond University – Gold Coast, QLD, Australia, 2002

Certificate in Advanced Management (Strategy and Scenario Planning) – National University of Singapore – Singapore, 2007

ENDORSEMENTS & RECOGNITIONS

“... Joel exceeds or meets the requirements for the position, even on some of the most difficult and complex parts of the job. He knows the operations of the group and is ready to pitch in and take on extra tasks where needed. He is reliable, and once started on a task, he rarely needs prompting and can usually be depended upon to carry it through to completion.

Joel is a solid performer who can be relied upon to use good judgment and pick a satisfactory approach.

Joel continues to be a valued and integral part of the RLC BU activating positive actions and support to progress business performance, and always willing to take on additional tasks as required.”

—Bruce Cappron, General Manager, AHIC