ANNE ROBSON, MBA

CEO / GM / COUNTRY MANAGER
TECHNOLOGY CONSULTING & SOLUTIONS DELIVERY

"Powered Growth and Profitability for Global Top Corporations: Oracle, Sun Microsystems, EMC Corporation, ANZ Bank, Westpac, Telstra, National Australian Bank (NAB), and others."

Growth-centric C-Level Executive with progressive regional and international leadership success in APAC region—driving business transformations to create efficiencies, boost staff productivity, reduce costs, and generate million-dollar revenues.

Results-focused Senior Program Delivery Leader with 20+ years of verifiable project management background—orchestrating high-value, mission-critical technology project and solutions that optimized margins and increased customer satisfaction.

Solutions-driven Business Strategist with strong IT, sales, and operational insight—steering continuous improvement initiatives (strategies, processes, and systems) to address challenged operations (multiple sites) and synergise culturally-diverse teams while forging win-win partnerships and alliances with Top management and stakeholders at all levels.

UNIQUE VALUE PROPOSITION

- Executive Operations Management
- Business Turnaround & Restructuring
- IT Consulting & Delivery
- Process & System Improvement
- Infrastructure Optimisation (Data Centre)
- Vendor & Stakeholder Relations
- Contract Negotiation & Closing

- P&L Management
- Program Management
- Business Development
- System & Process Redesign
- People Leadership
- Sales Management
- Business Analysis

"An exceptional executive, with a sharp mind and a talent for finding and solving problems consistently and profitably..."

"Anne is able to look at the big picture from a strategic viewpoint and can be counted on to render a forthright assessment of any situation, and most importantly to make the changes needed"
—Ethan Vos, Senior VP, Oracle

Technology: *SAP – Oracle Cloud – EMC – Microsoft*
Bilingual: *English – Chinese (Spoken)*

CAREER HIGHLIGHTS & IMPACT

Presently serving as Managing Director for a Bordflex (startup company)—providing overall operational leadership and direction to drive commercial success (FY18-FY19) and Functioning as Officer-in-Charge (OIC) for upcoming Federal election (FY19).

Oracle Corporation
Ignited revenue to 300% by transforming company as the "Go-To Oracle Partner (Hyperion DRM product)" in Australia and New Zealand (ANZ), including expanding customer base to 30 and decreasing costs 67%.

IBM Australia
Attained 75% YOY target—surpassing 40% set goal (FY12)—by leading successful delivery of multiple mission-critical IT projects. Won multiple leadership awards recognized by IBM Senior Management.

Sage Systems
Helped Telstra generate $50M revenue stream and $5.2M for Sage Systems after selling and deploying Cloud and Data Centre solutions to Telstra (announced to market 30 June 2009).

As CEO of Robson Consulting (IT Firm)—successfully established credibility in IT space and spent 15+ years working with well-known companies namely EMC, IBM, Ericsson, Telstra, Abacus Corporate Consulting, Ansett Australia, and many others.

EDUCATION

Master of Business Administration (MBA), Deakin University, Geelong, Australia
Bachelor of Applied Science, Computing - B.App.Sc.(Comp.), Chisholm Institute (Monash University), Melbourne, Australia

ORACLE ■ MELBOURNE, VIC ■ 2010 — 2017

Leading privately-owned Oracle Cloud systems integrator based in the US with 400+ global staff (purchased by AST Corp.).

VICE PRESIDENT OF ASIA-PACIFIC (APAC) | REGIONAL CEO | EXECUTIVE DIRECTOR

Headhunted to diversify Australian operation across APAC region. Reported directly to USA-based CEO with full $6M P&L and 26 staff oversight. Drove all aspect of local operation encompassing delivery management, sales (business development), program management, HR offshore support (resourcing), finance (contracts and tenders), and people leadership.

Skyrocketed revenue to 300% in 3 years after leading company to become the "Go-To Oracle Partner (Hyperion DRM product)" in Australia and New Zealand (ANZ).

- **Boosted customer base from 1 to 30** by establishing win-win relationships with globally-recognised companies and securing million-dollar contracts with ANZ Bank, Westpac, Telstra, National Australian Bank (NAB), and Oracle (Australia).

- **Expanded market reach to 92%** by capturing long-term customers across Singapore, Indonesia, Korea, and Thailand.

- **Bolstered margins by 84%** after pivoting business model from pure onshore to offshore-based cloud delivery.

- **Improved financial controls (pricings and margins) and enabled competitive negotiations (short/long-term)** by devising new customisable pricing model for professional services.

- **Cut immigration costs by 67% and slashed visa processing timeframe by 50% (8 to 4 weeks)** via strategic negotiations with new local suppliers and providers—overall addressing needed resource requirements (permanent/contract).

IBM ■ MELBOURNE, VIC ■ 2005 — 2010

An American multinational computer technology corporation headquartered in the USA, specialising in database software and technology, cloud engineered systems, and enterprise software products—particularly database management systems.

DIRECTOR – IBM CONSULTING PRACTICE

Received 2X vertical promotions, won multiple leadership awards/recognitions, and served as key member within IBM Consulting senior leadership team.

Promoted to drive overall growth of entire IBM Consulting practice with full oversight to $15M P&L and 50+ resources (direct/indirect) across VIC, WA, SA, TAS, and NZ by maintaining consistent delivery of high-value projects. Delivered strategic IT consulting guidance and sales support, including pipeline development, bid management, resource planning, pricing structuring, and growth management (margin and revenue optimisation)—forecasting and reporting to top management.

Promoted into services Sales Executive role for Telstra 6 months after Sage Systems acquisition.

- **Attained 75% YOY target—surpassing 40% set goal (FY12)—**by leading successful delivery of multiple mission-critical IT projects focused on *Identity Management Suite, Service Oriented Architecture (SOA) – IBM's Middleware platform, Enterprise suite (portal development), Exadata, Exalogic, Goldengate, data migrations, project management and Business Intelligence (BI), Business Process Management (BPM) for IBM Consulting.*

- **Acknowledged as Consistent Top Performer by IBM Consulting top management with multiple accolades.**
  - Best Performing IBM Consulting Practice 3X.
  - Managing Directors Award for Excellence 2011.
  - Placed on IBM's Top Talent Program (for High Potential Managers).

- **Optimised resource allocation and delivery** after steering succession planning for entire ANZ Technology Practice and driving continuous improvement efforts focused on boosting staff morale and productivity.

An American company that sold computers, computer components, software, and information technology services and created the Java programming language, the Solaris operating system, ZFS, the Network File System, and SPARC.

DIRECTOR – PROFESSIONAL SERVICES SALES (TELSTRA)

Brought on board to grow new business of highly elite Professional Services (PS) team by identifying leads, pursuing business opportunities, monitoring new and existing account pipelines, and closing deals into Telstra—consulting, managed services, data centre, and cloud computing.

> Delivered 100+ Sage solutions projects to Telstra—on time, within budget, and to specifications—by bridging the gap between delivery and sales stakeholders (internal/external).

- Recognised as #1 Sage Professional Services sales executive in ANZ—after consistently topped all quotas year-on-year (YOY)—with 264% quota achieved (final year) prior to Oracle promotion.

- Achieved "Many Firsts" after successfully selling and deploying Cloud and Data Centre solutions to Telstra, helping Telstra generate $50M revenue stream and $5.2M for Sage Systems.
  - Implemented Telstra's first externally facing Cloud solution as announced to market 30 June 2009 ($3M).
  - Migrated Telstra's first customer (VISY Industries) into Telstra's private cloud.
  - Launched Telstra's first high efficiency data centre pod in Haymart exchange ($2.5M).

EARLY CAREER HIGHLIGHTS

Chief Executive Officer (CEO) – Robson Consulting – Various Locations

Spent 15+ highly-successful years working with top, well-known companies namely EMC Corporation, IBM GSA, Ericsson, Telstra, Abacus Corporate Consulting, Ansett Australia, and many others.
Established IT consulting firm to tap growing opportunities in computing industry by helping SMEs and large corporations in project management, solutions delivery, business requirement analysis, IT strategy development, and consulting.

Chief Information Officer (CIO) – Brightside Maintenance Systems (UMS) – Sydney, NSW

Launched scalable CMS system and migrated data from old system, including developing 3-year IT strategy that boosted operational efficiencies and serving as Trusted IT Advisor for Top management that resulted in creation of standardised business requirements, development of solutions, and deployment of processes and systems.

Delivery Director – BOC Corporation (China) – Beijing, China

Headhunted and quickly promoted to steer entire project delivery in China with $50M revenue and 140 staff. Results include 14% increase in billable hours ($10M revenue over plan), almost zero implementation errors, productivity growth (morale boost), and efficiency improvement (business transformation).

Senior Program Manager – HIA Corporation, Australia – Southern Region

Promoted to Senior PM role only after 6 months. Results include $20M revenue after running 45 concurrent projects at Telstra, PMO setup and project standards definition in ANZ (later rolled out globally across EMC), and highly-successful HIA storage go-live in ASB Bank NZ.

ENDORSEMENTS

"She (Anne) was called to BOC China as Delivery Director in order to leverage and enhance existing big team of project managers within short period of 1 year. She brought fresh insight into the organisation… successfully led the team with clear vision, strong leadership and flexibility…. also made significant improvements on project management process itself."

— Mitsi Oshii, Head of Delivery, BOC China

"In a very competitive and tense environment, Anne has the ability to see through the corporate noise, focus on the essentials and provide true value to all the tasks that she put her hands to. A great learning experience was to see Annie balance quarterly results with growth capability planning for IBM."

— Lucy Green, Head of Projects, IBM Corporation

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