

## CAPABILITY STATEMENT – FIONA BATTEN

### Overview:

With a facility to juggle detail and grasp both quantitative and qualitative information, Fiona Batten is not the typical product of a corporate career in sales and marketing.

With drive, savvy and a naturally enquiring mind, Fiona asserts a 'can do' approach to her work that has brought her sustained success. But beyond this, she has a distinctive ability to leverage a genuine understanding of sales and marketing to contribute to the greater business objectives for growth, development and continuous improvement. This makes Fiona a valuable asset to any management team seeking to improve organisational performance.

### Career Synopsis:

With a track record spanning more than 20 years, Fiona has a deep knowledge of the travel industry and related sectors such as corporate conferencing, incentives and special events. Armed with this comprehensive knowledge of the operations of a complex service industry sector, she has developed mature skills and expertise in marketing and sales, team development and project management.

With a strong sense of responsibility for delivering results, Fiona has focused on producing measurable outcomes in traditionally hard to measure fields, such as brand equity and client engagement. Her intuitive sense of clients' needs and her energy and commitment are valued greatly by her clients.

Fiona's career path has been one of internal advancement in travel industry market leaders (such as Qantas Airways, Qantas Holidays, Creative Vacations, CiEvents and Stage & Screen Travel). She has a solid portfolio of achievements in improving business results, change management, project management, and sophisticated marketing and sales campaigns.

Building upon service industry operational knowledge, some of Fiona's key capabilities include:

- implementing lead generation efforts in support of specific industry, product or sales initiatives;
- managing measurement/ROI for all lead generation programs including analysis, reporting, and communication for future planning;
- developing and implementing creative strategies by selecting, segmenting and targeting markets, and promoting products and services to those markets;
- driving solutions through market requirements, contracting for product, and positioning;

- developing and implementing a company-wide go-to-market plan, working with all departments to execute; and
- analysing and negotiating partner relationships for products and services

### ThinkEvans Pty Ltd:

Fiona is a consultant in the *ThinkEvans Pty Ltd* team, valued by team and clients alike for her abilities in marrying quantitative and qualitative analysis, for delivering on her work commitments and for boiling down operational complexity into digestible tasks.

Practice areas in which Fiona is involved for ThinkEvans include:

- *Performance measurement* – If a high performing team in an organisation can prevail and lead by example, this fundamentally changes the organisation's future. Recognising key success factors and creating the conditions under which the abilities of the team will fully flower in this way is the foundation for sustained success.
- *Project management* – What makes a high performing team successful is more than the sum of the team members' efforts. Efficient and effective delivery of outcomes requires the ability to pull together vast amounts of information and expertise in team communication to generate a shared understanding of the task at hand. Identifying each member's strengths and matching them to responsibilities for outcomes is the core skill of an impactful project manager.

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### Selected Prior Career Achievements:

Manager Marketing & Product, CiEvents (a division of Flight Centre Ltd), 2004 – 2006:

- *Marketing & Product Strategy:* Create a profitable business model in line with company plans by providing the sales team with foundations for lead generation, create demand for the diverse product range spanning hotel programs, conference management solutions, creative and production design and deployment and airline travel management targeting pharmaceutical, finance, automotive, FMCG and consumer goods industries.
- *Commercial strategies:* Negotiate & implement key contracts with preferred suppliers (eg hotel, transport, entertainment providers).
- *Reporting & Analysis:* Analysis of data on business trends and markets and benchmark against competitors to develop profitable sales and marketing strategies for the business.
- *Brand & Communication:* Responsible for a mix of marketing activities including promotions, market research, brand development, trade marketing, internal communications, customer relationships and public relations.

Director of Sales & Marketing, CiEvents (a division of Flight Centre Ltd), 2001 – 2003:

- Advise senior management on customer and competitive developments and decision options to counteract these market pressures.
- Developed positioning strategies, new media platforms, and promotional growth opportunities by identifying and analyzing market dynamics, competitive threats and opportunities.
- Drive marketing & promotions programs that enabled the sales team to sell progressive global solutions to support company growth targets.
- Analyzed revenue and expenses by client/by product (considering relationship pricing) to determine client profitability; identified opportunities to increase usage of ML products and services with clients to enhance revenue.
- Identified cross-selling opportunities for additional products and services to expand business opportunities. Management and support sales group in various phases of the sales process including final presentation to prospects.

Commercial Manager, Stage & Screen Travel CiEvents (now a division of Flight Centre Ltd), 1999 – 2000:

- Project management meetings and special events for leading productions such as Moulin Rouge, Matrix and SilverChair concerts which involved the travel and freight logistics,

accommodation, staging and production on a national basis.

- Client relationship management including strategy, planning, logistics, budgeting and production for key corporate clients.
- Accountable for external supplier relationships, including contract negotiation on tenders, ensuring suppliers provide value for money and deliver according to set standards.

National Sales Manager, Qantas Airways Ltd, 1997 – 1999

- Key involvement in building this newly centralised Sydney sales division, conceptualizing and realizing strategic plan that generated a substantial increase in revenue within one year, and sustained strong revenue gains, despite a fiercely competitive and declining market.
- Recruited, trained and led a national sales team focused on lead generation and maintenance of renewal business.
- Devised prospect database, implemented territorial structure, and created a reporting system.
- In the last 6 months, acted as Head of the department as Manager, Groups Sales Australia which consisted on some 100 staff.

National Account Manager, Qantas Holidays, 1995 – 1997

- Accountable for profitability & client relationship management of American Express, Harvey World Travel, Flight Centre, Thomas Cook.
- Manage & implement National Sales activities to achieve forecast revenue targets within approved expenditure budget whilst ensuring that customer service standards are maintained consistent with company policy.
- Delivered on plans for all business partnerships to meet mutual targets short and long-term.
- Devised and implemented market program/strategy for the sales group which exceeded overall revenue goals of 20% growth