



HELEN MARX

BUSINESS LEADER & DIGITAL
STRATEGIST

I have spent the last two decades honing commercial skills across positions in Sales, Marketing, IT and Operations, all that have taught me a great deal - ultimately all culminating in being a successful strategic business leader.

I am a digital technology and eco-system strategist, with experience in ERP, CRM, Job Costing, Paperless Warehousing, POS, Integrations, Marketing and Web - both B2B and B2C projects. Understanding a business, it's processes - politics - and ecosystems to best implement change to get tangible results whilst carefully navigating effective change management.

Combining my love for technology with macro and micro knowledge with the strategic commerciality of being a C-suite leader for the past 9.5 years has given me a rare outlook. Once strategised, I am motivated to find innovative and efficient ways of communicating information across internal and external stakeholders, creating buy-in for operationally driven projects across target segments including a well cultivated partnership network.

I enjoy sitting back to strategically scope, plan and implement holistic, and technology driven programs that are all about future proofing business operations and processes. I love a challenge, thrive on ideas and seeing tangible results.

You can find an online full resume at helenmarx.info.

Helen Marx

CONTACT



+61 433 853 728



helen@nzphs.com



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KEY QUALITIES



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PROFILE

I believe in the importance of understanding each are of the business and how they interact to implement effective tools and strategies for success. Having worked across sales pipeline development, managing marketing strategy and design teams I use transparency to get outstanding cohesive results – removing silos. Spending the last 10 years implementing best practice live integrated eco-systems, I know how to think from a consumer and internal stakeholder perspective - combined with the previous 5 years being the top salesperson selling those platforms successfully across Australia and New Zealand.



CORE SKILLS

BUSINESS PROCESS STREAMLINING



COMMERCIAL STRATEGY



SALES BUSINESS DEVELOPMENT



PROJECT MANAGEMENT



CULTURE & MENTORING



SOFTWARE APPLICATION RESEARCH



RELEVANT WORK EXPERIENCE

Group CCO @ Australis Music | CMI Music & Audio | BHSS 2021 - NOW

Overseeing the objectives and implementation of all commercial strategies at a national level, with a focus on technology, marketing and operations through to backline hire, warehousing, logistics and service for a future proofed efficient distribution business. Business growth of \$12m to \$88m revenue in 8 years.

CIO @ Australis Music | CMI Music & Audio | BHSS 2015 - 2021

Responsible for guiding and setting the company's strategic technological and marketing strategic direction to offer innovative opportunities for future proofing the organisation.

National Manager Carrier Relations @ FirstPath 2014 - 2015

12-month contract to implement sales streamlined technology eco-system for business development and sale – back end and front facing customer tool set.

Sales & Marketing Manager / BDM @ Enprise NZ & AU 2008 - 2012

Building, selling and project managing the implementation of best-in-breed solutions including MYOB EXO, Microsoft CRM and innovative third-party applications for dozens of businesses across multiple sectors including professional services, manufacturing and distribution companies.



EDUCATION

BACHELOR OF BUSINESS 2004 - 2007

Academic Excellence Scholarship. Completed double major in Marketing & Project Management. Winning two Best in Year Awards for Business Ethics and Consumer Behaviour.



INTERESTS



PHOTOGRAPHY



MOTORSPORT



ECLECTIC MUSIC



TRAVEL



FAMILY



INTERIOR DESIGN



BEING ACTIVE



CULINARY ART