

BARBARA BUCKTHORN

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Profile:

Experienced **Management Professional** with proven capability providing direction and leadership to build high performing teams and successful businesses. Strategically focussed and intuitive. Accurately reads market and economic trends and quick to adapt to those needs. Has provided leadership to companies through all stages of organisational life cycle and thrives on the challenge to grow businesses in difficult markets.

Skill Summary:

Business Acumen & Strategic Focussed: Strength in formulating and executing strategic, financial and marketing plans to achieve company goals. Has successfully managed businesses with over \$10m turnover and proven results in implementing viable growth strategies for organisations

Change Management & Continuous Improvement: Keeps abreast of current best practice in fast paced, global markets and understands the need to constantly look for better ways to deliver to the market and the ever-changing demands of customers. Works with leadership teams to ensure a culture of excellence is embedded from the top down

Financial Management: Strong financial skills – has competently managed businesses through economic downturns through identifying and applying cost reduction strategies for business survival through to investment planning in significant periods of growth. Sound grasp of accounting practices, reporting and compliance

Relationship Building: Develops and maintains strategic networks which extend throughout the manufacturing and retail industry, and with global suppliers and customers. Strongly connected to relevant government and local government authorities. Builds long term and trusted relationships with peers and employees throughout the business

Career Summary:

CartonMakers Ltd	General Manager, NZ	2012 - Current
Paper Products, NZ	General Manager	2007 – 2012
Tools R Us	Sales and Operations Manager	2004 – 2007
Paper & Pens Ltd	Sales Representative	2000 - 2004

Qualifications:

Victoria University	Post Graduate Diploma in Marketing	1999
	Bachelor of Commerce	1997

Memberships & Affiliations:

Manufacturers Institute of NZ	Member	2008 - Current
Wellington Executives Club	Secretary	2015 - Current

Career History:

CARTONMAKERS LTD, WELLINGTON

CartonMakers is a New Zealand manufacturer producing packaging and containers for the global market with manufacturing facilities in New Zealand and Asia, and 8 distribution hubs throughout Asia Pacific and North America. The New Zealand operation has an annual turnover of \$10m p.a.

General Manager, NZ

2012 – Current

Key result areas:

- Manage sales and operations for the NZ manufacturing company with \$10m in annual sales
- Assume profit and loss responsibility for the company. Work with divisional managers to set and manage budgets and forecasts
- Develop and execute short and long term business strategies. Analyse financial reports to determine progress in achieving business objectives
- Develop high-level key client relationships and networks
- Identify, drive and support change management to ensure continuous improvement, efficiency and cost effectiveness

Achievements:

- Recommended and oversaw the introduction of \$5m of new state of the art manufacturing plant which increased production from 20,000 to 50,000 tons (\$2m revenue)
- Negotiated new distribution agreements with 3 North American distributors which doubled export volume to North America (NZD2.3m per annum)
- Oversaw the implementation of new production and health and safety processes in the Thai manufacturing plant which saw an increase in production of 20% p.a. and reduction of LTI's from 12 serious harm incidents per annum to zero
- Implemented new remuneration and reward system for sales team. Got this over the line despite some resistance. Average sales per rep improved by 15% over the first 6 months and most reps increased their incomes through higher commissions

PAPER PRODUCTS, NZ

Paper Products NZ provides paper stationery products to the retail market in NZ. The role reports to the C.E.O, with 3 direct reports and 200 staff nationwide. Overseeing sales and distribution with 3 distribution centres and 5 regional sales hubs nationwide. Turnover \$6m

General Manager

2007 - 2012

Key result areas:

- Manage the NZ business. Oversee marketing, sales, finance and distribution to grow the business and meet annual targets
- Manage the capital expenditure within established parameters and operating expenditure within approved budgets.
- Identify, build and develop key industry relationships and partnerships.
- Continuously identify and implement improvements for optimum efficiency and quality
- Work with the CEO to set strategies and ensure business objectives are met

Achievements:

- Implemented new distribution software which significantly improved lead times (average delivery times reduced by 50%), enabled JIT (just in time) stock system which reduced stock levels and the associated costs of holding stock by \$1m p.a.
- Identified gap in the upper North Island region and opened 2 new sales hubs. Oversaw the recruitment and training of new sales reps and a regional sales manager. The two hubs exceeded sales targets by 30% in their first year

TOOLS R US

Tools R Us is a leading specialist hand and electric tool supplier in New Zealand, focusing on supplying the residential and light commercial building market.

Sales & Operations Manager

2004 - 2007

Responsibilities:

- Oversee sales and supply to a range of retail and wholesale customers. Build new business and manage relationships with key customers
- Set the annual budget for the sales and operations function and ensure this is met or exceeded. Set sales targets and work with the sales team to achieve these
- Recruit train and manage staff
- Oversee health and safety, implement initiatives, report and deal with hazards and incidents to achieve zero LTI's

Achievements:

- Consistently met own and the entire team's targets year on year. Achieved growth in sales of 120% over a 3year period
- Negotiated with supplier to bring new product range and brand to market. Worked with the marketing team on marketing strategy and trained the sales team in the new product. This range added an additional \$150k pa to revenue

PAPER & PENS LTD

Paper & Pens Ltd is a wholesale stationery supplier with 10 stores throughout NZ. The role covered the entire North Island

Regional Sales Representative, North Island

2000 - 2004

Responsibilities:

- Build relationships through regular contact with day to day customers.
- Coordinate sales demand for specialty products.
- Analyse product demand and supply requirements, to make better sales calls.
- Report market trends and observations to the Sales Manager.

Achievements:

- Developed strong customer relationships and increased sales of three product lines by 35%.

Verbal Referees:

- Available on request.