

Resume

PO BOX 11 KEILOR VICTORIA AUSTRALIA 3036
e: George@OpportunityLogistics.com
m: +61 (0) 410 88 00 98

George James Nelson

CAREER SUMMARY

Experienced Chief Executive Officer and Board Member with a demonstrated history of working in the Education, Marketing and Advertising, Design, Public Service and Consulting industries. Skilled in Governance, Innovation, Start-Ups, Disruption, Strategy, Emergent Enterprise, Agile/Digital Transformation, Negotiation/Diplomacy, Coaching, Government, Ideation, Strategic Design and Design Thinking. An authority in non-linear, conceptual and constellational enterprise. Global thought leader and speaker in Innovation.

A business development professional with a Masters in Law (International Business), Graduate Certificate in Digital Design and a passion for life-long learning, I am currently perusing a Doctorate of Business Administration (DBA).

For details of projects that may align to job specific criteria please feel free to visit the following [Career Portfolio](https://www.careerportfolio.com.au/george-nelson-01) website. (Copy and paste this web address if the link doesn't work: <https://www.careerportfolio.com.au/george-nelson-01>).

EDUCATION AND TRAINING

Education		Training	
2020	Doctorate of Business Administration University of Southern Queensland, Brisbane	2020	Finance for Senior Executives Harvard University, Boston, USA
2020	Innovation and Entrepreneurship Certificate Stanford University, California, USA	2016	Certificate IV in Fitness Australian Institute of Fitness, Melbourne
2005	Graduate Certificate Digital Design Queensland College of Art, Griffith University, Brisbane	2016	Certificate IV in Building RMIT University, Melbourne
2003	Masters of Law (International Business) Bond University, Gold Coast	2011	Diploma of Management TAFE Queensland, Gold Coast
2001	Graduate Diploma of Law Bond University, Gold Coast	2009	Diploma of Project Management TAFE Queensland, Gold Coast
1998	Bachelor of Adult and Vocational Teaching (HRM) Griffith University, Brisbane	2009	Certificate IV in Training and Assessment TAFE Queensland, Gold Coast
		2012	TAE Upgrade Fortress Learning, Melbourne
		2009	Certificate IV in Coaching MWT Group, Brisbane

WORK HISTORY

09.2018 – 04.2020

DEPUTY CHIEF EXECEUTIVE, ACADEMIC, INNOVATION & RESEARCH – ARA INSTITUTE OF CANTEBURY, NZ

This role is the senior Educational Leader role for New Zealand's Largest Dual Sector Polytech/TAFE Institute.

Responsibility

- Primary Strategic leadership of the Academic, Innovation and Research (AIR) Division.
- Over 700 Staff, 15 Direct Reports, 19000 students and over \$100million budget management.
- Leading Institute for course accreditation, and A grade quality audit results.
- Transformational role introducing Innovation across the organisation
- Key stakeholder and partnership relationship with government, industry and Iwi (tribes)
- Strong bicultural role responsibility across all delivery.

Achievements

- Implementation of Institute Transformational Strategy
- Design of new Education Ecosystem as a vision of the AIR strategy
- Formulation of new team and Innovation focus across institute including new practices, processes and behavioural change

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- Cross disciplinary pairing
- Agile Education model introduced
- Executive Education department designed and built
- Establishment of Design thinking methodology across organisation
- Achievement of 98% Student satisfaction and recommendation rate
- Top 3 in Research for New Zealand's tertiary research PBRF (Polytech)
- On various internal and external committees (including as Chair) Sustainability, Medical, Health, Research, Art, Facilities, Christchurch Innovation, Canterbury Communication (Media), Future of learning and others.

07.2017 – 09.2018

SENIOR CONSULTANT EXECUTIVE EDUCATION & STRATEGIC PARTNERSHIPS – AUSTRALIAN CATHOLIC UNIVERSITY

This role is the anchor for ACU's Organisational Capability unit in Victoria, South Australia and Tasmania.

Responsibility

- Responsible for the design and accreditation of programs, articulation pathways, executive programs, corporate clients and executive community development activity in Victoria, South Australia and Tasmania.
- Cross faculty course curation and client solution design including non-award and award (HE and VET).

Achievement

- National Health Education Research Collaboration Strategy.
- Strategic Facilitation and capability development strategy for Catholic Education Melbourne
- Development in the Third space including Graduate Executive Programs and philanthropic breakfast.
- Course Accreditation

07.2012 – 07.2017

CEO - OPPORTUNITY LOGISTICS STRATEGY CONSULTANCY

Founder and Principal Partner growing this niche consultancy to a team of 12 consultants who drive innovation, transformation and disruption through design intelligence strategy. Over the past five years the consultancy has grown serving government, education, and private enterprise nationally. Recent clients include Champagne Soda, CSIRO, Airbus, Australian Nano Fabrication Facility, RMIT University, Monash University, Swinburne University and TAFE Western Australia.

Responsibility

- Senior Executive Leadership including; Board and Governance reporting, Strategy planning and deployment, Budget and financial management, Product design and delivery, Business development, Client and stakeholder relationship management, IT and Communication management.
- Start-Up Transformation and Growth Management.
- Operational Management including; talent management, talent acquisition, fostering networks, branding, conference presentations, client services and retention.

Achievement

- Build the business to a \$4.3 million revenue in 4 years.
- Capitalisation on an opportunity in the marketplace for disruptive and design thinking consulting quickly becoming recognised as a leader in Design Intelligence led strategy and innovation.
- Grow talent a team of 12 dynamic consultants.
- Accredited the consulting framework as a Graduate Diploma qualification.

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- Service of Public Sector, Government, large stock listed firms and SME private firms transforming enterprise and disrupting industry.

2011 – 2012

HEAD OF SCHOOL, BUSINESS AND IT - SOUTHBANK INSTITUTE

A six-month secondment to drive cultural transformation and repair budget deficit. Situated in Brisbane's largest TAFE, the school serviced over 6000 students. I lead a team of 150 FTE staff through regulatory compliance (ESOS, ASQA, AQF, DIAC and CRICOS) as well as through dynamic change in a turbulent market with an institute haemorrhaging \$9million. I was able to increase enrolment numbers, retention of existing students, introduce a digital transformation of online learning using a non-linear learning modality increasing online learning retention and completion.

Responsibility

- Strong analytical skills to diagnose underperforming elements.
- Strong leadership skills used to engage internal and external stakeholders in the design of strategic solutions.
- Manage educational product suite against quality, delivery, compliance, industry relevance, and qualification eligibility.
- Member of; Institute Academic Board, Senior Management Committee, Professional Conversations and Educational Leadership Council.
- Strategic expansion and non-linear redesign of 'face to face' and online delivery.

Achievement

- Achieved an additional 69% increase of revenue above the budgeted \$10million within the first 12 weeks of appointment.
- Redesigned underperforming online learning product to a new non-linear learning modality resulting in 100% retention and completion.
- Initiated Industry Connected Ambassador Program with record participants.
- Peer Leadership Committee attracting over 75 CEO's/Executives to mentor students and staff
- Southbank Extension delivering non-accredited hobby and interest programs as feeders into qualifications .
- Contribution to Institute Strategic direction and consolidation of Institute brand independent of traditional TAFE model.

2008 – 2011

GENERAL MANAGER - NELSON EDUCATION

Executive Education Institute creation and delivery of easy to access, non-linear, emergent industry training design to boost productivity, build knowledge capital and develop enterprise.

Responsibility

- Strategy Design and Implementation.
- Quality, Compliance, Growth and User Experience Strategy Design.
- Design and Deliver of Post Graduate and Undergraduate Level Programs in line with United Nations, European Union, and OECD recommendations.
- Custom Design and Delivery of Short courses.

Achievement

- Digital transformation of non-linear learning for online and face to face delivery.
- Design and build of a non-linear learning qualification in media as an Indigenous pathway to higher education for Swinburne University now run nationally.
- Creation of Learning Hub for APSCO (Global Professional Recruitment Association).

06.2006 – 06.2008

CEO - BIG GRIN

A Gold Coast leisure and recreation experience online PR firm which focuses on local business experiences, increasing staff retention and internal client loyalty programs.

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Responsibility

- New venture Feasibility, Strategy formulation and implementation.
- Senior Executive Leadership including; Board and Governance reporting, Strategy planning and deployment, Budget and financial management, Product design and delivery, Business development, Client and stakeholder relationship management, IT and Communication management.
- Transformation and Growth Management.
- Creation and management of HR Function, Communications, Sales and Marketing and Finance Divisions.
- National Brand management and promotion.
- Account Management, Media Relations, Communications, Above the line, Tendering, Events, Sponsorship, Partner/T&C/TOS Agreements, Cross Promotion, Corporate Branding, Pitching/Presentations, Copyright/Intellectual Property, Editorial/Press Release/Copywriting, Relationship Marketing, TVC, Print Media, Creative, Promotions, Launches, Awards, Graduations, Social Networks (Person and Online), Campaign Planning and Management, Advertising, Marketing Strategy formulation and Implementation, Branding, Internal and External Marketing.

Achievement

- Managing a 40% growth spike in initial launch period.
- Taking the operation national and growing partner relationships.
- The largest PR firm of its type in QLD within first year of operation.

07.2008 – 06.2012
01.2012 – 06.2012

DEPARTMENT OF EDUCATION AND TRAINING QUEENSLAND
Manager, Academic Compliance, Academic Unit - Gold Coast Institute

Responsibility

- Whole of Institute Audit and course registration compliance.
- Major non-compliance rectification across five colleges.
- Stakeholder training, facilitation and reporting to CEO and board.
- Critical High Risk Management.
- Internal and External Audit Response.
- University Pathway relationship strategy.

Achievement

- Creation of weekly digital reporting to Head of School, Executive, CEO and Board.
- Initiated whole of institute training and compliance facilitation seminars.
- Repaired major noncompliance within six weeks (over 300 registered courses national and CRICOS).
- Prepared ongoing framework for reporting, registration and compliance activity implemented by each College.
- Strategic responsibility for all faculty course compliance and registration.
- Compliance with ESOS, ASQA, AQTF, DIAC and CRICOS.
- Established University pathway and course credit nationally.

09.2010 – 06.2011

International Education Business Manager - Gold Coast Institute

Responsibility

- International Strategy Development and implementation
- Business Development Strategy, Account Management, Agent Management, Business Development, Off Shore Program and partnership strategy, Communication and Relationship Strategy, Curriculum Mapping, New Program/Product Design
- Student relationship strategy
- Compliance with ESOS, AQTF, DIAC and CRICOS

Achievement

- Successful appointment as the preferred United Nations Employment Portability program host organisation in Australia.

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- Leadership of a team of 10 which is out performing competitors in a declining market.
- Generation of over \$4million within first month.

01.2009 – 08.2010 **Associate Director, Resource Development - Gold Coast Institute**

Responsibility

- Institute-wide Digital Transformation of online learning collateral.
- Non-linear learning, Conceptual Information Synthesis models, Gaming, animation, and publications.
- Deploy whole of institute Resource Strategy, Manage Internal Markets, and design online and flexible delivery Enterprise Architecture.
- Third-party Resource Account Management, Learning Resource Project Management, whole of institute new procedures, policy and metrics designed, implemented and reviewed
- Staff management (10).
- Best practice in development of digital, online and print resources.
- Client consultation within and external to the institution.

Achievement

- Program Management of over 300 qualification to a flexible delivery and online mode.
- Teaching staff training and consultation in redesign of delivery.
- Online enrolment increased by 20%.

07.2005 – 06.2006 **Director of Faculty - Gold Coast Institute**

Responsibilities

- Strategy development and design for two faculties.
- Faculty Diagnostic and report on People Performance, Compliance, Governance, Communication and Profitability to Budget.
- Management of poor work culture and high staff turnover.
- Implement strategies for returning the budget/fiscal management to target.
- Automation of Induction and staff communication management through IT communication.

Achievement

- Increase staff satisfaction, retention and communication. Instilled positive work culture.
- Decrease administrative duplication and stopped budget haemorrhage.
- Management of over 120 staff and a budget of \$3 million.
- Increase client satisfaction.
- Faculty was successful in being awarded 'Lead Accountability' for Queensland training in Hospitality and Tourism.

10.2003 – 06.2005 **Corporate Training Director - Gold Coast Institute**

Responsibilities

- Feasibility to find new business. Management of over 30 staff and 1600 clients.
- Manage Sales team for new Brand and product.
- Strategic Development of 'Corporate and Executive Training Institute' for GCIT (OSR) and Management of Educational, Industry and Ministerial outcomes.
- Compliance and governance management.

Result/s & Accomplishment/s

- Generated new brand and business entity within public service.
- Generated over 750 new clients in 12 months.
- Winner of Business Innovation Award. Scaled up across all TAFE institutes in Queensland.
- This new corporate training model is now a standard across the entire state of Queensland for Department of Employment and Training.
- Added 10% revenue in the first year growing to 15% in the second year state-wide.

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1999 – 2000

MBA/EMBA ADMISSIONS MANAGER - PEPPERDINE UNIVERSITY

A private University in Los Angeles California in the USA, I was the Admissions Manager for MBA and EMBA programs managing a team of 7. The role required a discerning evaluation process of applicants in order to drive the MBA entrance score to a higher position and leverage ranking.

Responsibility

- Managed all MBA application and five campus’ of Executive MBA admission.
- Prepare reporting for panel consideration.
- Represented Client applications at the panel.

Achievement

- University was ranked Top 5 MBA during my tenure.
- Record applications driving entrance score to new high.

01.1993 – 12.1997

CEO/COLLEGE DIRECTOR - QUEENSLAND COLLEGE OF ARTS AND ENTERTAINMENT

Australia’s first nationally accredited Arts College (RTO) located at the Gold Coast Arts Centre. Initial applications were sustained in excess of 400 auditions for 20 positions two years running.

Responsibilities

- Senior Executive Leadership including; Board and Governance reporting, Strategy planning and deployment, Budget and financial management, Product design and delivery, Business development, Client and stakeholder relationship management, IT and Communication management.
- Growth Management and Operational Management including; talent management, talent acquisition, fostering networks, branding, conference presentations, client services and retention.
- High-Level Strategy Design, Implementation, Control and review.
- Significant stakeholder engagement for college establishment and accreditation.
- Registration, Accreditation and compliance of Nationally registered RTO.
- Co-wrote and developed curriculum for four year diploma course.
- Customer experience, advertising, marketing, administration, public relations and sales.

Result/s & Accomplishment/s

- Generated over 400 auditions per year for only 20 positions
- Participants going on to many entertainment and related employment.
- First Nationally Accredited Arts College in Australia.
- Management of \$20million budget with growth of 24% per annum sustained for over 3 years.

INDUSTRY ENGAGEMENT/MEMBERSHIP

I am pleased to share that I have developed a brand as an authority of design-led strategy and prospective foresight. I have spoken at many conferences on the topic as well as innovation, non-linear disruption and held master classes in how to maximise multiple intelligences in organisations as a vehicle to increase strategic performance.

Association Membership

AICD	Australian Institute of Company Directors (Member)
AIM	Australian Institute of Management
ASP	Association of Strategic Planning
AMA	Australian Mediation Association
AHRI	Australian Human Resource Institute
DIA	Design Institute of Australia
EAIE	European Association of International Education
IAMA	Institute of Arbitration and Mediation Australia
Teachers College (QLD)	Registered Teacher

Conference Speaking Engagements 2019

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World Design Summit (Paris) Presentation Design Intelligence: A new disruptive literacy for social cohesion, sustainable leadership, innovative strategy, human transformation and play.

2018

Global Partnerships Breakfast in the Boardroom
Think Tank Millennials and their transformative effect on enterprise.

2017

Governance Institute of Australia Annual Conference – Governance in a world of Disruption
Presentation Emergent Enterprise Governance Strategy; Dealing with Disruption, complexity and transformation as a future NED.

World Design Summit – Congress Canada
Presentation How to transform and innovate with a technology deficit; A design strategy case study of innovation and transformation in Australia's remote Kimberleys.

2016

National VET Conference Master class Non-Linear Learning
National VET Conference Presentation Innovation and Disruption in Education
World Disrupt Forum – National Innovation and Strategy Conference Sydney
Master class Strategic Leadership Innovation & Disruption
Victorian Development Centre Presentation Non-Linear Learning

2015

National VET Conference Presentation Non-Linear Learning

2014

Australian Institute of Management Presentation Design Intelligence, Innovation Strategy and Leadership

2012

ICEF Conference Dubai Presentation Design Intelligence, Innovation Strategy and Leadership

2011

ICEF Conference Berlin Presentation Design Intelligence, Innovation Strategy and Leadership

Publication

Course Accreditation

Graduate Certificate in Trauma Informed Care (2018)
Graduate Diploma in Management of Not-for-Profit Organisations (2018)
Graduate Certificate Child and Youth Welfare (2018)
Graduate Diploma in Child and Youth Welfare (2018)
Graduate Diploma of Business Opportunity (2011) Accreditation and non-linear learning online/digital delivery
Certificate II in Media (2014) Non-linear learning online/digital delivery
Certificate IV in Life and Business Coaching (2006) Accreditation and non-linear learning online/digital delivery
Certificate IV in Acting (1993) Accreditation and non-linear learning online/digital delivery

Learning Publication

Diploma of Interior Design (2015) Digital Portfolio Outcomes
Certificate IV in Design (2015) Digital Portfolio Outcomes
Certificate II in Media (2014) Online Non-linear Learning Publication
Graduate Diploma of Business Opportunity (2012) Executive Guides, Online Platform
Sustainability (Queensland Premiers Office) (2010) Development of online digital animated learning resources for the premiers office deployed to all Public Service ministers and statutory authorities.
Facilitation of over 300 Qualification (2009-2010) Online, Digital, flexible delivery design and develop
Diploma of Management (2004) Executive Guides
Diploma of Front Line Management (2005) Executive Guides
Diploma of human Resource Management (2005) Executive Guides

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Design Curriculum for Year 11 and 12 (2001)

Queensland Secondary Schools

Non-Executive Director and Board Roles

Friends of Gardens and Parks (FOGAP)

Champagne Soda VR

Design Institute of Australia

Burleigh Beach Tower

Chair, Treasurer and Secretary (20 years)

NED, Board Member (2 years)

Queensland Chapter and Gold Coast sub-chapter (4 years)

Ordinary Member Body Corporate Committee (2 years)

REFEREES

Available on request.

Please see one page summary on the next page.

george nelson

innovation strategy



acumen

- > Strategy Design / Implementation
- > Innovation, Research and Project Management
- > AU\$110million+ budget
- > Staff leadership 700+ members
- > Cross discipline and Cross industry leadership and convergence
- > Public and Private Governance
- > Marketing, communications and Business Development Strategy
- > Disruptive Lean Agile Strategy
- > Enterprise Architecture
- > Corporate Governance and Board Liaison
- > IP, Commercial, Contract, OSH, Employment and International Law Qualified
- > Inspirational Staff Performance Leadership
- > UXD, Brand Development, Enterprise Transformation and Relationship Marketing
- > Design: Thinking, Human-Centred Design, Ideation and Intelligence
- > Course Accreditation, Educational Design and Delivery, Non-linear learning methodology, L&D and Corporate Training
- > Research Methodology

clients

work history

2018 Deputy Chief Executive
Academic Innovation and Research
Ara Institute of Canterbury

2012 CEO
Strategy Consultancy

2011 Head of School
Southbank Institute

2008 General Manager
Nelson Education

2006 Chief Strategy Officer
Big Grin Public Relations

2003 Director of Faculty
Corporate Training Director
International Business Manager
Queensland Government

1999 MBA Admissions Manager
Pepperdine University

1993 College Director
Queensland College of
Arts and Entertainment

clients include

- > Fortune 500 Companies
- > Government
- > Global Top 1% University
- > International Stock Listed Enterprise
- > Australia's Lead Science Organisation: CSIRO
- > International Nano-Fabrication Facility

accomplishments

- > AU\$400million facility strategy
- > 69% profitability increase within 12 weeks
- > Cultural Change and Organisational Transformation
- > Strong Communication and Diplomacy
- > Coach, Negotiator, Mediator

industries impacted

- > Art, Entertainment and Design
- > Education and Research
- > Banking and Finance
- > Health
- > IT, Media and Telcoms
- > Agri, Food and Hospitality
- > Manufacturing

credentials

- > Masters of Business Law
- > Graduate Diploma of Law
- > Graduate Diploma of Business Opportunity
- > Stanford Innovation and Entrepreneur Certificate
- > Graduate Certificate in Digital Design
- > Bachelor of Adult and Vocational Teaching
- > Diploma Management
- > Diploma Project Management
- > Certificate IV in Coaching
- > Accredited Mediator

contact

- > Email: george@opportunitylogistics.com
- > Mobile/Cell: AU +61 (0) 410 88 00 98
NZ +64 (0) 21 88 29 30
- > Skype: nelson.pacific
- > Linked In: <https://au.linkedin.com/in/george-nelson-aus>