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|  | Curriculum vitae |
|  | Mark Bagshaw |
|  | Current as at 1 May, 2012 |

# Personal

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| Name | Mark Bagshaw |
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# Overview

This curriculum vitae outlines the specific experiences and roles that Mark has undertaken in a diverse, challenging and very rewarding career. In summary this history, combined with his personal qualities and attributes, define a person who is:

* A leader in **strategic thinking**, capable of understanding and simplifying highly complex problems and devising practical solutions.
* A **leader of people**, guiding and motivating teams to successfully implement major change.
* A **communicator** capable of expressing complex things simply and motivating people at all levels to embrace change.
* A highly proficient and proven **manager** who understands how to devise, implement and deliver complex systems and processes.
* A **determined** person who has achieved success against sometimes overwhelming odds.
* A **passionate** person who experiences life to its fullest.

# Professional Experience

For most of his working life Mark has successfully managed two parallel careers.

The **first** has been based around his employment with IBM until June 2007 and his current role as Managing Director of the innov8 Consulting Group. That aspect of his overall career has included technical, marketing, sales, business development, strategic consulting and executive management positions.

The **second** has been based around a passion for social reform and has led to a range of leadership positions in the government and private sectors focused particularly around education and disability reform.

More recently these two careers have become more closely aligned, leveraging the skills, experiences, profile and networks gained in both. While the skills and experiences developed in each career demonstrate achievement and success in both, it is the combination of the two that he believes offers a particularly valuable perspective in addressing complex economic and social issues.

# Business Career

## Current Role

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| Position | Managing Director, innov8 Consulting Group |
| Dates | Since July 2007 |

Mark established the innov8 Consulting Group to focus on strategic business consulting in the government, business and social sectors with a particular focus on social reform and community development. The Group undertakes high-level, complex, National and International projects focused on education, social reform and social inclusion. Clients have included the Australian Federal Government, the New South Wales, Queensland, Victorian and South Australian governments, the Lifetime Care and Support Authority, the Australian Red Cross and Virgin Australia.

Key Achievements

* Established a successful new business.
* Created a substantial client base and a reputation for quality work.
* Have led key executives through complex strategic business transformation to create new approaches to, and business models for their business.

## IBM Career

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| Position | Business Development Executive |
| Dates | February 2007 to June 2007 |

This new role determined how and where IBM could best deliver services across the government and social sectors that deliver maximum value to the sectors and to IBM business objectives.

Key Achievements

* Established a new market segment.
* Built and motivated a new team.
* Established executive and senior management relationships in client organizations.

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| Position | Director, Human Ability and Accessibility Centre |
| Dates | August 2003 to January 2007 |

Mark established the IBM Human Ability and Accessibility Centre in Australia and New Zealand, and guided the worldwide team to understand how technology is an important enabler for people to become fully included in society.

Key Achievements:

* Developed a new IBM global business model for Accessibility that helped establish IBM as a world leader in this field.
* IBM gained significant revenue returns as a result of this work and the overall initiative became a significant focus of the IBM Corporation at the global CEO level.
* Mark frequently represented IBM in the media and public forums around this initiative.

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| Position | Special Project - Coordinated Disability Management System |
| Dates | March 2006 to January 2007 (parallel to above role) |

In recognition of his leadership role in disability reform, IBM supported Mark with time and resources to develop and promote a strategic "Whole of Life" approach to disability reform.

Key Achievements

* The concept has achieved recognition worldwide as a new way forward for disability reform.
* The Ministerial Council for Vocational and Technical Education (MCVTE) endorsed the approach as a key priority of the new National VET Equity Advisory Council.
* The New Zealand government has adopted this approach to guide its policies and strategies.

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| Position | International Marketing Manager, IBM Australasia |
| Dates | January 1993 to July 2003 |

In this role Mark was responsible for all aspects of IBM’s international relationships with all international accounts across Australasia, a portfolio worth approximately $US350 million per annum in 1991, growing to over $US1.2 billion in 2003.

During this period Mark undertook postgraduate study in International Marketing at the Australian Graduate School of Management, and undertook a strategic review of the IBM Corporation’s international marketing structure.

Key Achievements

* Revenue growth of 25% to 30% per annum, significantly exceeding personal targets and growth rates in most other parts of IBM.
* Mark's proposal for a new international marketing structure was accepted by senior management and he oversaw its implementation. That structure is still in place.
* Mark’s thesis became a case study in strategic change management at the Australian Graduate School of Management.

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| Position | Client Manager, Westpac Account |
| Dates | January 1991 to December 1992 |

During this period Mark was responsible for IBM’s relationship with Westpac, particularly at the executive level (at the time, IBM’s largest account in the southern hemisphere). His team included executive, management, relationship management, sales, senior technical and finance/administrative staff.

Key Achievements

* Significantly exceeded targets each year.
* IBM’s relationship with Westpac strengthened significantly.
* A number of advanced technology projects were established including replacing Westpac’s dealing room with the most advanced technology of its type in the world at that time.
* Westpac became one of IBM’s largest outsourcing customers worldwide.

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| Other IBM Roles | |
| Position | Executive Development Assignment, Westpac |
| Dates | January 1990 to December 1990 |
| Role | 12 month intensive training in banking in preparation for Client Executive role |
| Position | Systems Engineering Manager, Banking Industry |
| Dates | January 1987 to December 1989 |
| Role | Lead a team of customer-facing technical specialists |
| Position | Program Manager, End-User Marketing |
| Dates | January 1985 to December 1986 |
| Role | Develop go-to-market strategies and programs for a new IBM software market.  ***It was during this period that Mark was identified to participate in the IBM Higher Management Potential program.*** |
| Position | Systems Engineer |
| Dates | May 1980 to December 1984 |
| Role | Technical marketing and support for IBM customers, culminating in the role of Country Large Systems Specialist |
| Position | Data Processing Assistant (trainee) |
| Dates | February 1979 to April 1980 |
| Role | 14 months intensive training in sales, marketing, IT, finance. IBM training is recognised as some of the best in the world. |

# External Career

Mark is passionate about social reform and the crucial role of leadership in fostering and guiding change. He has maintained a strong interest in and connection with a range of initiatives in Australia and elsewhere focused on building a stronger, more cohesive society, combining his business experience with his passion for social reform. In particular he has had a very significant involvement in education and disability reform.

He has undertaken a broad range of government and community leadership positions, has done extensive public speaking, has been frequently interviewed by the media and has written many articles and other papers. All of these roles have focused on strategic thought leadership, leadership of teams, strategic change management and cultural change.

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| Role | Co-Chair, National VET Disability Advisory Taskforce |
| Dates | January 2006 to December 2008 |
| Role | Co-Chair, Australian Disability Training Advisory Council |
| Dates | January 2002 to December 2005 |
| Role | Chair, Australian National Training Authority Disability Forum |
| Dates | January 1995 to December 2001 |

These three roles form a continuum of national leadership focused on disability reform within the vocational education and training sector.

Mark led a high-level team of national experts in disability reform in the development of Australia’s national strategy in this area called *Bridging Pathways*. This national strategy became the driving force behind disability reform in Vocational Education and Training (VET) and has been recognized as one of the world’s leading disability reform strategies. His continued leadership guided the implementation of that strategy and has led to the formation of the National VET Equity Advisory Council.

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| Position | Chair, Employers Roundtable for People with Disabilities |
| Dates | 2004 to 2005 |

Mark was invited to Chair the Employers Roundtable, which was established by the Federal Minister for Employment and Workplace Relations to provide strategic advice to the Federal Government to enable it to meet its objectives in increasing workforce participation for people with disabilities under the Welfare to Work initiative. Mark led a group of 10 senior executives in the public and private sectors to develop a major report on the employment of people with disabilities in Australia, the recommendations of which were adopted by the Federal government.

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| Position | Co-founder and Chair, The Ability Australia Foundation |
| Dates | Since 1993 |

Mark and a former IBM colleague established The Ability Australia Foundation to bring together a small, very high level group of Australian business, political and community leaders with the primary purpose of developing a strategic, integrated approach to disability reform.

He led the Board and staff in developing a number of key strategies for disability reform that have been adopted in Australia, New Zealand and the United Nations in Asia Pacific, based around a new business model called the *Whole of Life Approach*. That model has been adopted by Federal and State governments in Australia and in New Zealand as a centrepiece of key strategies in this area.

The Foundation also established the Disability Solutions Innovation Centre at the Australian Technology Park that fostered cooperation within the business sector in the development of products and services for the disability market.

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| Role | President, Sydney Community College |
| Dates | 1988 to 1994 |
| Role | President, Evening and Community Colleges Association of NSW |
| Dates | 1993 to 1996 |
| Role | President, Adult and Community Education Council of NSW |
| Dates | 1993 |

Motivated by a belief that lifelong learning and education is the most fundamental and important building block for personal and community development in our society, Mark became involved with Adult and Community Education (ACE) in New South Wales. The attraction of the ACE sector was its potential to act as a bridge between informal and formal learning through its community base.

During this time he introduced the benefits of strategic business thinking, firstly in Sydney Community College which has now grown to be the most successful Community College in New South Wales, then to the Evening and Community Colleges Association (ECCA) and the ACE Council.

As President of the ACE Council he led the process of bringing together ECCA, the Workers Educational Association and the Community and Adult Education Centre Association into a single unit that has delivered greater efficiencies, higher quality results and increased influence for the sector.

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| Position | Member, Commonwealth Rehabilitation Service Advisory Board |
| Dates | 1997 to 1999 |

The Advisory Board was formed to oversee the corporatisation of the Commonwealth Rehabilitation Service. Mark worked closely with the CEO to develop a detailed strategy for this significant organisation ($137 million turnover, 176 locations, 2000 staff) to transform it from a government department to a competitive corporate body. That strategy and transition was considered a significant success and the CRS now competes very successfully in the open market for rehabilitation services in Australia.

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| Other roles | |
| Since 2011 | Trustee of the New Zealand Be. Trust |
| 2009 to 2011 | Board Member, Centre of National Research on Disability |
| Since 2008 | Member, Advisory Council, Centre for Social Impact |
| April 2008 | Participant, Australia 2020 Summit |
| 2007 to 2010 | Member, National Quality Council |
| Since 2007 | Member, Business Council of Australia Workforce Participation Roundtable |
| 2006 to 2009 | Member, National VET Equity Advisory Alliance |
| 2003 to 2004 | Chair, IT Skills Hub Disabled and Mature Age Worker Employment Project |
| 2001 to 2002 | Chair, NSW Spinal Injuries Project Steering Committee |
| 2001 | Judge, Prime Minister’s Community-Business Partnership Awards |
| 1999 to 2001 | Member, ANTA National Marketing Strategy Committee |
| Since 1999 | Judge, NSW Premier’s Teacher Education Scholarships |
| 2000 to 2004 | Chair, Leadership Action Australia |
| 2000 to 2002 | Member, ABA-HREOC e-Commerce Forum |
| Since 1998 | Vice-patron, Technical Aid for the Disabled |
| 1995 | Member, National Information Services Council |
| 1996 to 2001 | Director, Televentures |
| 1996 to 1999 | Member, ANTA Performance Review Committee |
| 1994 to 1997 | Member, Australian Disability Consultative Council |
| 1988 to 1989 | Member, NSW Government TransCover Review Committee |
| 1987 to 1992 | Chairman, Australian Quadriplegic Association |
| 1983 to 1998 | Coordinator, Wheeling Free Movement |

# Education

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| 1992 | Post-graduate Certficate in International Marketing  Australian Graduate School of Management |
| 1978 | Bachelor of Arts (Economics & Psychology), Sydney University |
| 1972 | 8th Grade Piano (AMEB), 6th Grade Flute (AMEB) |

# Awards and Recognition

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| 2007 | Inaugural Lifetime Diversity Award by IBM Corporation |
| 2003 | Honorary Doctorate (D.Univ) by Griffith University |
| 2003 | Australian Centenary Medal |
| 2001 | Australian National Training Authority Board Award |
| 1998 | Australian Humanitarian Award (Business) |
| 1995 | Was made a Paul Harris Fellow by Rotary International for services to the community |

# Referees

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| Ann Sherry CEO, Carnival Australia Telephone: 0419 262 297 email: ann.sherry@carnivalaustralia.com | Robert Tickner CEO, Australian Red Cross Telephone: 03 9345 1800 email: rtickner@redcross.org.au |
| Graeme Innes Human Rights Commissioner and Disability Discrimination Commissioner,  Australian Human Rights Commission Telephone: 0412 369 963 email: graemeinnes@hreoc.gov.au | Philip Bullock Chair, Skills Australia (fmr CEO, IBM Aust.) Telephone: 0413 996 893 email: bullock.philip@gmail.com |
| Tanya Plibersek Federal Minister for Health Telephone: 02 6277 7780 email: tanya.plibersek.mp@aph.gov.au |  |