Curriculum vitae

Mark Bagshaw

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Personal

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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

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

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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

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

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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