

BRUCE NICHOLS

Bruce has over 35 years cumulative brand and marketing experience in the Sydney, Brisbane and Perth marketing arenas. He has worked with a wide variety of businesses and organisations ranging from corporations and national co-operatives, to national and state retail groups.

Bruce worked as an Account Director for Mojo and Mattingly advertising agencies in Brisbane and was Managing Director of Perth's largest retail ad agency. His clients included Sheraton, Lion Nathan, Lotteries Commission, Boral, Myer (TV, radio, catalogues), Bob Jane T-Marts, Retravision (WA and National) and the City of Perth.

As Marketing and Promotions Manager for News Limited's Suburban Newspaper Group, was responsible for creating over a thousand cultural and commercially-driven promotions for the group's 36 newspapers, as well as helping to drive the Group's strategic planning process, leading to Industry Standards accreditation.

As Marketing Director of Australia's largest theme park, Wonderland Sydney, Bruce was responsible for the Park's overall branding and marketing strategies for its seven themed areas, plus its travel product. Bruce also facilitated team development and marketing and strategic planning-related coaching.

Bruce created and produced the "Marketplace" concept for Woolworths and was commissioned to coach under-performing retailers in selected Woolworths-owned properties, helping to prepare those centres for sale. Bruce's team has been involved in 113 Big W store openings over the past ten years, helping to inspire better customer service, merchandising and better sales performance from each team.

For three years he was "Corporate Coach" for the national Neverfail Springwater organisation, creating that organisation's "5 Star Standards" training programme, to underpin its branding. Bruce recently coached the national Australian Plasterboard team in the same programme, facilitating all brand and standards-relating meetings.

Bruce has worked closely with Allan Parker from Peak Performance Development in training in presentation skills, facilitation skills and mediation skills. Allan was responsible for introducing NLP into Australia, he authored best-selling books, "Switch on Your Brain", "Negotiator's Toolkit" and "Beyond Yes".

He has recently completed or is currently conducting, strategic planning and brand development projects for a range of clients including Tyree Transformers, Joy Mining Machinery, Air & Gas Solutions, Diamond Jewellery Studio, REO (Researched Exercise Outcomes), Vale Mining Group, Oxley Partners, Corporate Intelligense, Original Osteopathy, Next Real Model, Telstra Shop, Highland Recruitment, Small Cow Farm, Southern Highlands Manufacturers Cluster, Bakers Choice, Kids Bank and Calmbirth.

Bruce has developed a unique "future-brand" development model, based on the highly-praised "4D" branding process, created by Thomas Gad, for Ikea, Nokia and Virgin. He has also created the "5 Star Standards" process that guides corporate behaviour and underpins a brand at every "touch point" or "moment of truth" in a business or organisation.

His passion for values-based business development has seen him also create concepts for the Australia Day Council and the RSL, for the future development of ANZAC Day.

His consultancy, Campaign Marketing (now iconic brands), also created and marketed Canberra's big Millennium Event on Lake Burley Griffen, staged and managed the World Fly Fishing Championships in Australia and the UK and is currently working with Cricket Australia in developing The Festival of Cricket throughout the world.

Today, as a marketing advisor and corporate coach based in Bowral near Sydney, Bruce incorporates his broad marketing knowledge with his unique "4D"-driven brand development skills to help his clients find and maintain new direction and purpose. He then helps coach the buy-in and ownership of that new direction and purpose.

BRUCE NICHOLS.....CONT.

training

Negotiation Skills	PeakPerformance Development Allan Parker
Communication Skills	PeakPerformance Development Allan Parker
NLP - Basic	PeakPerformance Development Allan Parker
Myers Briggs Behavioural Styles	PeakPerformance Development Allan Parker
Conflict Resolution	PeakPerformance Development Allan Parker
Sales Skills - numerous courses	Osmosis Training Gary Polain
Facilitation	Faciliated numerous conferences / seminars

key strengths

imagination – linking things and ideas that were previously thought to be unrelated

conceptualising – making imagined ideas fit reality, as brand-building campaigns

communication skills – an ability to quickly build rapport with any sized audience.
An enthusiastic sales coach!

facilitating – helping groups negotiate a new direction and purpose wrapped in a strategic plan.

strategic thinking – seeing the big picture and knowing the right brand to build. Helping groups design strategic plans

brand development – using his model of the internationally acclaimed 4D brand tool.

broad marketing perspective – hands-on experience in every facet of marketing and national, regional and local media. Knowing which elements of the marketing mix will work best together as a campaign

Leadership training and team building – with associated goal-setting, stress management, presentation and negotiating skills training modules

Retail marketing – over thirty years of hands-on experience in all facets - from major national chains and national shopping centres to local strip shops and small businesses

Versatility – in having worked with such an enormous variety of businesses and organisations of all sizes from Government Departments and corporations to local small businesses.

Able to design a marketing strategy, create a campaignable idea, conceptualise it, place the media, write the advertising copy, write and produce the jingle, create support promotions, write and programme the PR, then coach sales staff and relevant teams in the campaign's implementation – if required.