

Curriculum Vitae

PERSONAL DETAILS

Name: Steve Mackenzie
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PROFILE:

- Executive manager with extensive experience in creating and servicing software business on a global scale, specialising in managing growth of business from a small/start up to market dominator.
- Highly skilled in international communications and negotiations and regular speaker at conferences around the world on technology trends in the event/hospitality industries.
- Extremely strong in development and management of relationships with prospects/clients and internal personnel.

CAREER HISTORY

Vice-President, Global Sales, ASP Events Pty Ltd. Sydney, NSW Australia

Nov 2009 – Present

ASP provides website design and content management software to event organizers around the world. Established in 1996 in the UK, ASP also has offices in Las Vegas and Sydney

Responsibilities:

- Complete creation and setup of business for Asia Pacific region
- Overall responsibility for all sales and marketing activities throughout Asia Pacific and the USA/Canada, including direct supervision of 2 personnel in the US.
- Direct selling responsibility to these markets.
- Part of the Management team deciding on future direction of the company

Vice-President, Global Sales & Marketing, Ungerboeck Systems International, Inc. St. Louis, MO USA

Aug 2004 – Oct 2009

USI is the world's leading provider of integrated software to the events industry, covering CRM through to full financials. Established in 1985 in the USA, USI now has an additional 5 offices in Germany, France, China, Hong Kong and Australia

Responsibilities:

- Overall responsibility for all sales and marketing activities throughout the world, including direct supervision of 11 sales personnel and 8 marketing/admin personnel across 4 offices.
- Set and manage budgets for each office for both revenues and expenses.
- Create and implement marketing plan company-wide.
- Manage relationships with senior executives of our highest profile clients such as Reed Exhibitions, dmg world media, Global Spectrum, Carlson Wagon-Lit Travel and many others.
- Provide software demonstrations to major accounts.
- Sit on design committee for design and development of software.
- Coordinate annual global client conference and perform Master of Ceremony duties.

Achievements:

- Each year in the role the company achieved record sales/profit results.
- Spoke around the world at key industry conferences on various topics related to technology in the events industry.
- Appointed to several committees within key international associations.
- Designed and managed sponsorship relationships with key international associations.

Managing Director, Ungerboeck Systems International Pty Ltd Sydney, NSW Australia

Aug 1998 – Aug 2004

Responsibilities:

- Complete creation and setup of business for this region, initially in Sydney and then also setup the office in Hong Kong
- Recruit and manage all personnel for the region.
- Responsible for all sales activity.
- Set and manage budgets for both offices for both revenues and expenses.
- Manage customer service for existing client base.

- Maintain the office from legal and administration perspectives.
- Coordinate annual regional client conference and perform Master of Ceremony duties.

Achievements:

- Directly sold over 40 new accounts, achieving recognition for the company as the market leader for the region during this time.
- Increased revenue/profit almost every year in this role.
- Appointed to the Board of the Meetings and Events Association, and to several other committees within key regional associations.
- Designed and managed sponsorship relationships with key regional associations.

**Director of Operations Australia/Pacific, Micros-Fidelio Australia Pty/Ltd
Sydney, NSW Australia**

Jun 1996 – Jul 1998

Micros-Fidelio provides enterprise applications for the hospitality industry and retail industry worldwide including property management and point of sale solutions for hotels, restaurants and retail. With over 20,000 hotels using the software across seven continents, Micros-Fidelio is the world leader for these applications within the hospitality industry.

Responsibilities/Achievements:

- Day-to-day co-ordination and project management of all system installations, customer support and upgrades, including major new installations such as Crown Casino, Sydney Harbour Casino, Hamilton Island Resort, plus many major chain properties for Radisson, Marriott, Sheraton, Shangri-La, Hilton and others.
- Defining and implementing policies and procedures for the company in this region. Implemented customer service initiatives that greatly enhanced the level of service offered.
- Extensive involvement in major sales demonstrations and negotiations.
- Planned and delivered annual user conference seminars.
- Manage over 30 personnel across installation, support and administration areas, including duties such as appraisals, recruitment and termination, defining job descriptions, and other similar human resource tasks.
- Part of the Management team that increased profit by over 1000% from 1995/96 – 1996/97.

**Food & Beverage Product Manager, Micros-Fidelio Australia Pty/Ltd
Brisbane, QLD Australia**

Apr 1994 – Jun 1996

Responsibilities/Achievements:

- Responsible for all installations, training and support of F&B module.
- Wrote training and procedures manual for F&B module.
- Trained new personnel to ensure standards.
- Extensive involvement in sales demonstrations.
- Installed and supported other modules such as Front Office.

**Various roles, Dunk Island Resort Pty Ltd
Dunk Island, QLD Australia**

Apr 1992 – Apr 1994

Roles included:

- Food and Beverage Manager.
- Relief General Manager (for sister island, Bedarra).
- System Administrator and Revenue Controller.
- Duty Manager.

**Various roles, Lizard Island Lodge Pty Ltd
Lizard Island, QLD Australia**

Jan 1987 – Apr 1992

Roles included:

- Operations Manager.
- Purchasing Manager.
- System Administrator.
- Duty Manager.

EDUCATION/QUALIFICATIONS

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| <ul style="list-style-type: none">• Diploma in Hospitality Management
University of Southern Queensland/Griffith University - QLD, Australia | 1991-1994 |
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PROFESSIONAL AFFILIATIONS

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| <ul style="list-style-type: none">• International Association of Assembly Managers (USA)
Allied Committee
Membership Committee |
2008-2009
2008-2009 |
| <ul style="list-style-type: none">• International Association of Exhibitions and Events (USA)
Asia Exhibition Committee
International Committee
Mid-West Chapter Program Committee |
2006-present
2006-present
2004-2009 |
| <ul style="list-style-type: none">• Meetings and Events Australia
National Council Member
Board Member
NSW Branch Chair
NSW Vice-Chair
NSW Branch Committee |
2009-present
2003-2004
2003-2004
2002-2003
2001-2004 |

SPEAKING ENGAGEMENTS

IAEE Southwest Chapter Education Conference – Las Vegas, USA	2010
IAEE Annual Conference – Atlanta, USA	2009
IAAM Annual Conference – Boston, USA	2009
Stadia and Arena 2009 – Prague, Czech Republic	2009
Expo Summit – Delhi, India	2009
MPI San Diego Chapter Technology Conference – San Diego, USA	2009
MEA Annual Conference - Adelaide Australia	2009
ACCED-I Annual Conference - Boston, USA	2009
ICCA Annual Congress - Victoria, Canada	2008
EIBTM – Barcelona, Spain	2008
AIPC Operations Summit – Barcelona, Spain	2008
IAAM Annual Conference – Anaheim, USA	2008
AIPC Annual Conference – Singapore	2008
GIBTM – Abu Dhabi, UAE	2008
ICCA Annual Congress – Pattaya, Thailand	2007
AIPC Annual Conference – Graz, Austria	2007
ICCA Annual Congress – Rhodes, Greece	2006
ICCA Annual Congress – Montevideo, Uruguay	2005
IAFE Mid-year Conference – Miami, USA	2005
MEA Residential Program – Sydney, Australia	2001
Australasian Student Union Annual Conference - Christchurch, NZ	2001
Stadium Managers Conference – Beijing, China	2000
MEA Professional Development Session – Sydney, Australia	2000
MEA Residential Program – Sydney, Australia	2000

ARTICLES PUBLISHED

Intelligent Buildings - Part 1, Australasian Leisure Management	Sept/Oct 2009
Intelligent Buildings - Part 2, Australasian Leisure Management	Jul/Aug 2009