

Darren Finkelstein

Energy, enthusiasm and a passion for business

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STRENGTHS

- ✓ Experienced leader
- ✓ Goal orientated & results driven
- ✓ Great listener who focusses on customer-centric needs
- ✓ Experienced public speaker
- ✓ Strategic & innovative thinker
- ✓ Creator of product ecosystems to solve customer problems
- ✓ Experienced business collaborator, partner and stakeholder manager

AWARDS & ACHIEVEMENTS

- ✓ Author 3 boating & lifestyle books
- ✓ Radio presenter: 3AW *"The Boat Guy"* and Podcast *"How they found the courage"*
- ✓ 2014 - Key Person of Influence Program: *'Partnership of the Year'*
- ✓ 2012 & 2013 – Dent Global - Key Person of Influence: *'Person of the Year – Australia'*
- ✓ 2012 - iTunes Top 5 for book title: *Honey, let's buy a BOAT!*
- ✓ 1998 - Apple Australia iMac launch team
- ✓ 1998 - Golden Apple Award winner for Asia Pacific

MY PROFILE

Passionate, energetic and focused leader who has a reliable and proven track record in both large corporate and small business. I'm outcome driven, I build sales, customer service and administration teams and manage people well.

Keen appreciation for great marketing (above and below the line and social media campaigns), the importance of 'living the brand' and the all-important bottom line. A strategic thinker and strong negotiator who always places the customer at the centre of all business solutions.

I have a deep connection with the ocean, and the outdoors living life to the fullest.

Key Skills

- ✓ Strong leadership, good problem solver
- ✓ Sales and results focused with a deep understanding of the 'end-to-end sales' process
- ✓ Product and service-centric, with total customer focus
- ✓ Responsible and accountable
- ✓ Act with a sense of urgency
- ✓ Business initiation, establishment and turnaround

CURRENT

FOUNDER & PRINCIPAL CONSULTANT

2019 - present

**Accountability Coach, Business Advisor & Presenter
Tick Those Boxes Australia**

I'm an Accountability Coach, Business Advisor and Presenter that delivers measurable results to high-performing individuals and teams. I mentor and work closely with the entrepreneurial community; to build, grow and scale businesses. I've been well-credentialed throughout my own entrepreneurial journey which has been filled with high achievement and great success. I bring solid skills, an informed perspective that confirms – *I walk the talk.*

I work with high-performing entrepreneurial business owners, executives and teams to ensure full accountability which means they meet obligations, goals, promises and commitments made to others and to themselves. This is critically important when building successful businesses.

PRESENTER

2012 - current

Author, Speaker & Radio 3AW Presenter

Radio Station 3AW's *'The Boat Guy'* (since 2014) presenting live Beach and Bay reports each summer (December to March) with a listening audience of 400,000+.

Written three (3) award winning, bestselling boating and lifestyle books:

- Honey, let's buy a BOAT! - first release 2012
- Honey, let's go BOATING! - first release 2014
- Honey, let's sell the BOAT! - first release 2016

Former boating ambassador for: Mirvac and Boating Industry Association of Victoria. Keynote, event, conference and workshop speaker.

*iTunes Top 5 bestseller and boating industry award winning title.

ADDITIONAL EXPERIENCE

MARINA MANAGER & AMBASSADOR 2014-2018 Wyndham Harbour

Key achievements

- Team member: we built a commercial marina, boat harbour with infrastructure, restaurants & residential community
- Responsible for marketing and residential and marina activation.
- Responsible for 1,500-person community (property owners, tenants, boat owners, visitors and tourism)
- Worked with stakeholders (City of Wyndham & Parks Victoria) and shareholders (Investor, developers, residential property owners, boat owners) Self-employed business owner
- 4-star clean marina rating and 3-gold star marina accreditation. Fuel Dock creation and implementation collaborating with WorkSafe, Parks Victoria, EPA and CFA

CO-FOUNDER & DIRECTOR 2002 – 2017 St Kilda Boat Sales and Service Centre

Key achievements

- Creator and founder of boutique industry accredited boat broker and dealership 'St Kilda Boat Sales' based at the iconic St Kilda Marina, Victoria Australia.
- Created product ecosystem where our 'active money tree' system that identified a number of new, innovative revenue streams that focused on customer solutions and delivering new service opportunities.
- Sold 500+ vessels over 15 years of operation, valued at over \$45m
- Employed a team of sales and administration staff to support sales program.
- Opened Service Centre in 2003 to complement the boat sales business.
- Serviced & repaired over 300 boats per year. Managed slipway, chandlery, fuel sales and service facility at St Kilda Marina with an annual turnover of \$1m+.
- Service, repair and maintained some of Victoria's most impressive and expensive vessels.
- Client base included the full spectrum of the community - BRW rich list, retirees, self-employed and tradespeople, all wanting to enjoy a boating lifestyle.
- Advertised nationally, first industry broker to use video in sales process & website (an industry standard today)
- Established YouTube channel (450,000 views), LinkedIn (4,300 connections) Facebook (2,000 friends) and Twitter (2,000 followers). Elected by industry peers to represent as a Director and Board member of The Boating Industry Association of Victoria (BIAV) from 2008-2015 operator of the Melbourne Boat Show
- Chaired the BIAV team to create an 'industry dealer accreditation program' for Victorian boat dealers. Approved by ACCC and still running today.
- 2016 saw the opening of a second boat sales office at Wyndham Harbour marina
- After 15 years of establishing and growing a successful and profitable business, sold the business in 2017 and exited.

MANAGER COMMERCIAL MARKETS 1992 – 2001 Apple

Key achievements

- Initially a Major Account Executive responsible for Major Account Program (Fairfax, BHP, Telstra), Government, Global Account Program (News Limited, KPMG, Boston Consulting) for southern region VIC, SA, WA and TAS
- Facility Manager for Apple Melbourne office for 5 years
- Media trained to respond to all press and media enquiries including; product and financial
- Represented Apple on the Victorian Premier (Jeff Kennett) multimedia taskforce and was a founding board member of Interact Multimedia Festival for the state of Victoria.
- Escorted Australian VIP guests to Apple head office in Cupertino California for presentations and technology briefings on approx. 20 occasions. Special guests' speakers from Apple head office included: Jonny I've, Phil Schiller, Fred Anderson & Jon Rubenstein.
- Part of the national roadshow team to launch the original iMac in 1998 to Australia audiences
- Keynote speaker for Apple at Pan Pacific Newspaper Association conference in New Zealand alongside CEO from Fairfax and CEO from News Limited
- Promoted to Manager Commercial Markets across the southern region. Areas of responsibility included: Apple Centre's, All Resellers, Specialist Retail and Department Stores.
- Won the prestigious Golden Apple Award for Asia Pacific region in 1998

REFEREES

- Available upon request