



*Michael*  
**SHERLOCK**

*Leadership • Growth • Direction*

**MICHAEL SHERLOCK:**

**KEYNOTE SPEAKING**

**INFORMATION KIT**

**1.0 BIOGRAPHY / INTRODUCTION**

**2.0 JUMPSHIFT! COVER ART**

**3.0 PHOTOGRAPHY**

# 1.0 BIOGRAPHY / INTRODUCTION

**Michael transformed leading Bakery Franchise Company Brumby's into an Australasian success story taking it from a capitalized value of \$6 M to \$46 M in 3 years.**

Brumbys started in 1975 .Under Michael's leadership as CEO it was transferred to a highly regarded franchised system with over 320 stores in Australia and New Zealand. The business was sold in mid 2007 on the ASX.

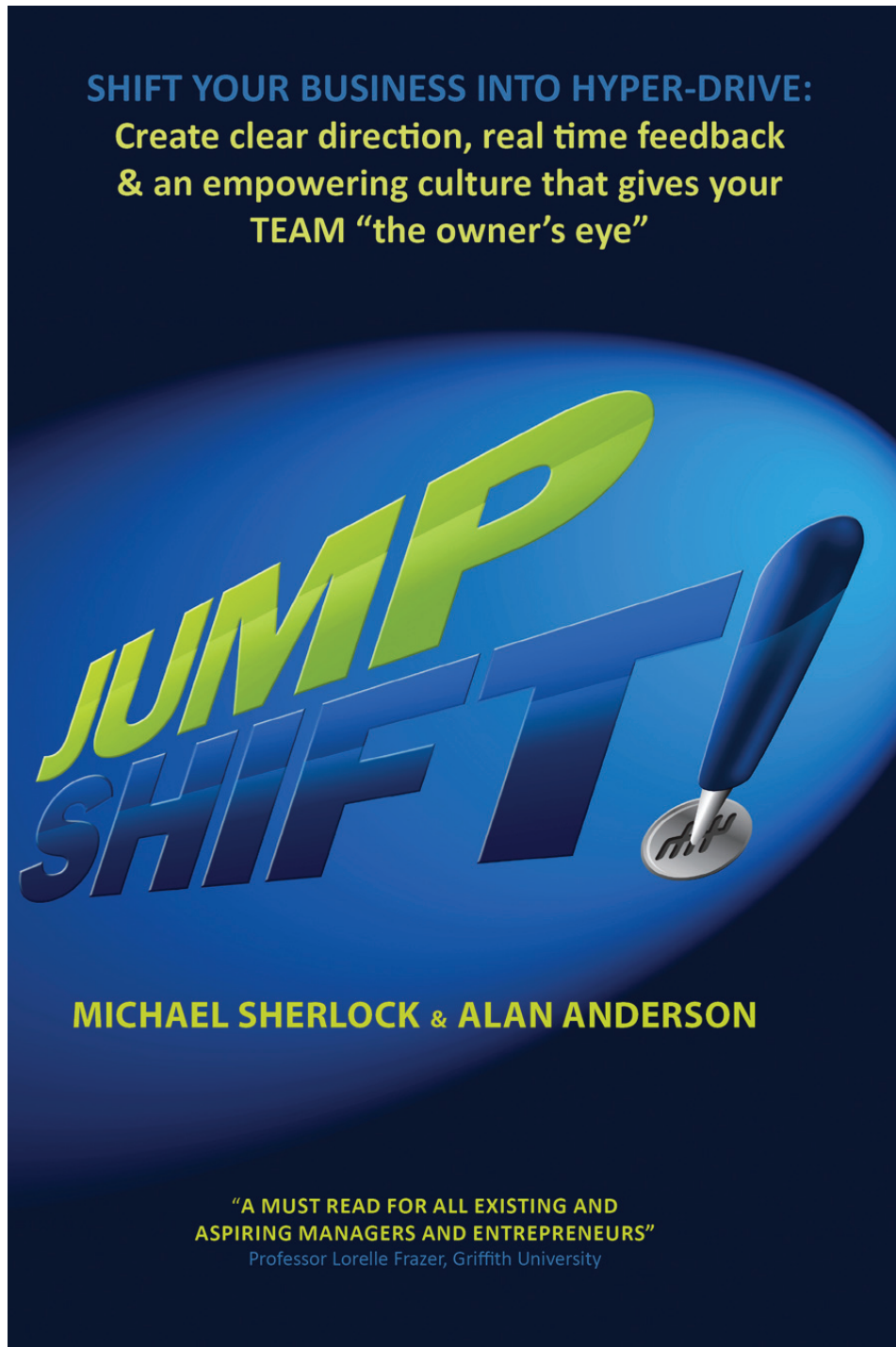
He has appeared on numerous current affairs & news TV programs newspaper and magazines in on issues such as his innovative management techniques and business strategy. He is a regular columnist for, The Fin Review, Enterprise and BRW -Smart Talk.

Michael is now spends his time as an Author, Speaker, Consultant and Mentor to Companies such as Shape Shopfitting ,Stepz 24/7 Gyms , Singways , Krispy Kreme , Hooked etc

He has co -written a new Book Jumpshift! - Shift your Business into Hyper- Drive

## 2.0 JUMPSHIFT! COVER ART

For images in their native file size, reference the blue two digit number below with the corresponding file name in the 'Images' directory of the disk provided.



**2.0** File type: .jpg (W: 76 x H: 114 mm)  
Resolution: 300 dpi  
File size: 512 KB

## 3.0 PHOTOGRAPHY

For images in their native file size, reference the blue two digit number below with the corresponding file name in the 'Images' directory of the disk provided.



**3.1** File type: .png (W: 118 x H: 83 mm)  
Resolution: 72 dpi  
File size: 102 KB



**3.2** File type: .png (W: 118 x H: 83 mm)  
Resolution: 72 dpi  
File size: 102 KB



**3.3** File type: .jpg (W: 706 x H: 1061 mm)  
Resolution: 72 dpi  
File size: 6.5 MB