

## PERSONAL INFORMATION

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Name	Michael Sherlock
Nationality	Australian
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Address	21 Fewings St, Toowong QLD 4066

## EDUCATION & PROFESSIONAL MEMBERSHIPS

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Bachelor of Economics, Monash University, Australia, 1974  
Dip Ed., La Trobe University, 1975  
Alumni Member of Australian Institute of Corporate Directors (AICD)

## KEY ACHIEVEMENTS

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- MD/CEO of Brumby's Bakeries from 1999-2007 and lead a successful turnaround strategy
  - Implemented Growth Strategy in a competitive market
  - Drove shareholder value from \$6m to \$46m in 3 years
  - Drove Brumby's brand image and brand awareness through high profile positioning in the media
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## PROFILE

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Michael is a high profile business leader who transformed an ailing set of bakery shops in the late 1990s to position Brumby's as the 2nd largest bakery franchise system in Australasia with over 320 bakeries by 2007. Under Michael's leadership, Brumby's share price rose from 56c to \$3.40 in just over 3 years.

In July 2007, Michael resigned as Managing Director of Brumby's after ASX-listed company RFG purchased Brumby's for \$46M.

Michael has appeared on high profile current affairs, news and breakfast television programs as well as being featured in all leading newspapers and magazines in Australia and New Zealand on issues such as his innovative management techniques, business strategy and environmentally friendly, healthy (no preservatives) messages.

Michael is a contributor to the book "Top Franchise CEO's Secrets Revealed" and is also a contributor to Smartcompany.com.au.

Currently Michael is a sought after public speaker drawing on his vast experience in food, retail and franchising management at the top level.

## **SKILLS AND EXPERIENCE**

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### **Leadership & Management**

- ❑ Lengthy experience in senior roles as CEO and Managing Director
- ❑ Motivating and inspiring employees to achieve stretch targets through mentoring and coaching
- ❑ Strategic thinker
- ❑ Managed upwards, including restructure of board and appointment of board members
- ❑ Managed shareholders and stakeholders in restructure & operations of Brumby's

### **Board Membership**

- ❑ Board member of a listed company
- ❑ Managing an MBO
- ❑ Management of a hostile takeover situation
- ❑ Committee membership of remuneration & marketing sub-committees

### **Negotiating and Communication**

- ❑ Negotiated multi franchise agreement for Middle East & NZ
- ❑ High level negotiating skills with suppliers
- ❑ Public speaker with ICMI
- ❑ Extensive media and PR liaison

### **Marketing**

- ❑ Marketing and branding creative thinking
- ❑ New product development
- ❑ Undertook market appraisals with Asia, USA & Europe looking at pitfalls and opportunities

### **Other**

- ❑ Qualified Accountant with a complete understanding of how to read and analyse the numbers
  - ❑ Property development
  - ❑ Business owner
  - ❑ Networking and extensive business contacts
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## **PROFESSIONAL EXPERIENCE**

July 2007 to present - Professional public speaking arranged through ICMI.

1999 to July 2007 – Managing Director, Brumby's Bakeries

1989 to 1999 - Property and Franchise Consultant, Brumby's Bakeries

1991 to 1999 - Non-Executive Director, Brumby's Bakeries

1986 to 1991 - Managing Director, SKS Projects, Property Development

1982 to 1986 - General Manager, Brumby's Bakeries

1979 to 1981 – TAFE Teacher, Dandenong TAFE

1975 to 1979 – Travel and work around 60 overseas countries

1971 to 1975 – University student

## **PERSONAL INFORMAITON**

- Married with 4 children and lives in Brisbane
- Interests include family, friends, travel, AFL, music, cricket, reading and wine collection.

References available on request.