



Michael
SHERLOCK

Leadership • Growth • Direction

MICHAEL SHERLOCK:

CURRICULUM VITAE

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PERSONAL INFORMATION

Name: Michael Andrew Sherlock
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Social Networks: LinkedIn | Facebook | Twitter | You Tube

Education & Professional Memberships

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

KEY ACHIEVEMENTS

- Co Author of strategic business change book Jumpshift! Contributor to “Top CEO’s Secrets Revealed” and “Millionaire Mentors”
- Regular columnist to BRW’s Smart Talk , also contributor to Fin Review , Courier Mail , Australian Baking Business and numerous Franchise Magazines:
- MD/CEO of Brumby’s Bakeries from 1999-2007 and led a successful turnaround strategy
- Implemented Growth Strategy in a competitive market, 321 stores, and 6500 staff.
- Drove company profits and shareholder value from \$6m to \$46m in 3 years
- Drove Brumby’s brand image and brand awareness through high profile positioning in the media
- Leadership | Growth | Direction

PROFILE

Michael is a high profile, passionate 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, drive commitment and determination, 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 at 17 times last reported earnings.

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,” “Millionaire Mentors,” “a contributor to Smartcompany.com, and is a regular columnist for BRW Smart Talk along with many other publications and the co author of business change book Jumpshift!

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

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SKILLS AND EXPERIENCE

Leadership & Management

- Significant experience in senior roles as CEO and Managing Director
- Motivating and inspiring employees to achieve stretch targets through mentoring and coaching
- Strategic thinker, experienced Leader
- 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 Board remuneration & marketing sub-committees

Negotiating and Communication

- Negotiated multi franchise agreement for NZ etc
- 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 and Middle East looking at pitfalls and opportunities

Other

- Qualified Accountant with a complete understanding of how to read and analyse the numbers
- Property development : developed and project managed over 23 Retail , commercial , industrial and residential projects
- Business owner , franchisee of multiple Brumby's sites (Has part owned 20+ stores now has interests in 5 Brumby's stores in a investor only role)
- Sound networking skills and extensive business contacts

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PROFESSIONAL EXPERIENCE

July 2007 to present - Professional public speaking arranged through ICMI and many other speaking agencies. Consultant/Author/Columnist/Mentor.

Director and Advisory board companies

- Shape Shopfitting
- Stepz 24/7 Gyms
- Singways Furniture
- Grass Ads
- Hooked Healthy Seafood
- Krispy Kreme (Past)
- Cold Rock Group (Past)

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 Visited around 65 overseas countries

1971 to 1975 - University student

PERSONAL INFORMATION

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