



Associates & Client support

- Cath O'Connor - CEO DMG Radio (Chair - Commercial Radio Australia)

" I've worked with Steve for many years and can attest that Steve is a highly effective executive who drives projects to completion and has a keen desire to continually learn and apply critical thought to complex issues. His high energy approach, along with outstanding project management skills and his ability to grasp a project and execute it to plan, make him a valuable consultant. "

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- **Peta Church – Psychologist Recover Group (former HR Director CRA).**

“You can’t fail to be impressed by Steve James’ passion, creativity and determination to deliver high quality programs and projects to deadline. His strategies and execution are always innovative and successful.

Steve is also passionate about education both in keeping his own skills at the leading edge and in mentoring talented young people. Whilst working in a senior executive position, Steve has taken the time to mentor young talented people in the industry and has received terrific feedback on the way he delivers his lectures and builds rapport with his tertiary students.

Steve has the highest level of integrity and professionalism. He always delivers what he promises and he will generously give of his time and expertise to those who ask. I have no doubt that Steve will add value to any organisation he works with.”

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- **John Musgrove – Research Director, Austereo Radio Network**

“The radio industry has long been a very competitive one that only allows those very good at what they do to survive over any extended period. For Steve to have been instrumental in marshalling these competitors together to achieve some outstanding industry goals over many years now is a real testament to his skills, perseverance, focus and passion. Radio in Australia remains very healthy despite the challenges and growing competition over the past decade, and Steve played a leading role in ensuring the industry is well represented, well branded and well co-ordinated for these industry outcomes. Having worked with Steve for many years, I have always found him to have a very positive and determined person who can make things happen.”

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- Alan Cartwright Managing Director – In Corporate Organisational Strategy

“Steve has a great ability to crystalise insights and translate them into concrete actions and results. He does this in ways that take people with him, align the direction and build solid performance. I have worked alongside Steve on key projects and am impressed by his partnership, honesty , drive and enthusiasm to create the best results for the business.”

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- Rob Hall, Director - Environmetrics

“ Steve delivers insight, passion and energy to the strategic issues on which he is working. I have collaborated with Steve for some years now and I continue to be impressed by the way he gets the outcomes that are needed and that are best for his clients.”

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- Jeremy Macvean – Head of Digital Strategy Austereo Network

“ Steve has an engaging enthusiasm and a passion for getting the job done. At CRA Steve demonstrated a great ability to manage many stakeholders with great tact and diplomacy, while still maintaining momentum. As part of this role he delivered a very successful launch campaign for digital radio in Australia, a huge effort”.

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- Ralph van Dijk- Director and Co-Founder of Eardrum

“ Steve’s strategic foresight and ability to identify business issues before they happen sets him apart. His drive and passion ensures the projects he works on are focused and delivered effectively.

We have achieved much together, including one of Australia’s most popular radio campaign’s and the hugely successful launch of Digital Radio in Australia. As always, Steve managed to navigate a clear path through the various stakeholders and logistics, and maintained momentum with typical enthusiasm.”

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- Jeremy Millar – Head of Local Radio Australian Broadcasting Corporation

“ What I particularly value about Steve is his clarity of vision. When there are dozens of plates spinning, Steve readily identifies an appropriate solution, focuses on it, and communicates the way forward. In business there is nothing worse than vague advice, and that’s never a risk when Steve is involved with a project because he has the confidence and passion to back up his strategic advice”.

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- Brian Blacklock – Sales Director, Australian Radio Network.

“ Steve and I have worked together on and off for over 23 years and three things define Steve’s professional career:

Vision - Steve sees the big picture and understands how all the tactical elements of a strategy must work together to achieve the desired outcome

Passion - Steve has the ability to get those around him excited about the job at hand which leads to results that exceed expectations

Attention to detail - Steve is meticulous in his planning, execution and follow through

On top of that - he’s a good bloke, loyal to friends and colleagues and respected by his peers. “

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- Dr Martin Williams, Lecturer in Advertising University of Technology Sydney (UTS), author *Interactive Marketing*.

“Steve’s passion and energy for his work here gives students learning’s that stick. Our students benefit from first hand senior industry experience in tandem with imaginative, engaging and thought-provoking lectures and tutorials - worth their weight in media dollars, thus delivering the industry work- ready graduates. “

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- Ruth Spence-Stone, Lecturer in Advertising University of Technology Sydney (UTS), author *Advertising Principles and Practice*.

“Steve’s commitment to supporting education and mentoring young people is second to none. He takes the time to work closely with the younger generations and engages freely and openly with them to not only assist in investing in their future but also to stay connected with the thoughts and reactions to advertising and marketing issues, through the eyes of generations way below his. I know the students here have valued his hands on commitment, input and support over the years.“

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- Vaughan Jones, Director Radio WorkFlow & Foundation Member Siren Creative Council.

“During my engagements with Steve I have know him to be a thoughtful and well managed professional. Steve is not only tremendously experienced and competent, but his keen awareness of the industry’s cutting edge makes him a genuine “go-to” guy for new world strategy’s and solutions.

Steve James is someone who’s valuable observations and insight I trust and respect implicitly.”

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- James Yaffa - Group Sales Manager | AdNews - Australia’s top-selling Advertising, Marketing and Media Magazine.

“Steve is a highly professional executive who consistently over delivered on industry lead initiatives. Whether campaigns were executed on radio or in direct industry platforms, the message and impact was well executed.

He also has the ability to bring people together and did this like no other for the Radio Industry in a time of great change.”

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- Matt Wagner-Smith – National AV buyer, Myer

“ Steve and I worked very closely on retail projects for the launch and ongoing retail projects for digital radio in Australia. Steve’s focus and commitment to understanding our retail needs and managing a myriad of internal industry issues was indeed impressive to watch. Rarely do you see an executive with such determination and passion to a cause and here was no doubt that Clive Peeters was set up as a leader in digital radio sales as a direct result of our association with Steve and his excellent retail strategies we implemented for the group. “

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- Daniel Todd – General Manager Bush Australia (electronics manufacturers).

“Bush Australia worked closely with Steve during the launch of Digital Radio. Steve was able to transcend the normal boundaries of commerce, broadcast and media industries and bring the parties together to produce perhaps one of the most unique and ground breaking events in Australian radio history. We were proud to be part of this and glad for the opportunities that Steve handed to us. Steve’s clear enthusiasm, passion and tireless work ethic was apparent from the start of the project and was undoubtedly the main driving factor in ensuring the event was a success. I don’t believe that there is a wall that Steve can’t climb.”

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- Peter Miller – Managing Director Adstream (advertising distribution).

“I have known Steve for fifteen years. Steve assisted me as Marketing Manager for the Daily and Sunday Telegraphs at a time of unique challenge. He dealt with the twin demands of driving the sales and brand objectives of these two beasts with energy, creativity and stamina. Steve works well under pressure. Indeed I am unaware of him working well without it. Another of the challenges in the abovementioned role was to exploit the potential of the titles we were promoting, whilst managing the sometimes competing demands of the formidable commercial and editorial leadership of the business. Steve is also excellent at managing and developing commercial partnerships and working with budgets and unforgiving timelines. Above all I would say he is a great enthusiast with formidable skills and great integrity.”

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- Jeremy Simpson - Group National Sales Director Regional Mediaworks.

“Through my involvement with Commercial Radio Australia’s marketing and strategy committee I have seen Steve in action at close quarters. His ability to cut to the core of a problem and come up with a suitable course of action is one of his greatest strengths. He is exceptionally well organized, always professional and has the tact and diplomacy to juggle many opposing views. Above all, he just gets things done!”

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- Nick Piggott - Head of Creative Technology at Global Radio (United Kingdom).

“Steve has a confident efficiency and an attention to detail, delivering professional and smooth running events. As a speaker and delegate, I appreciated the professionalism that he brought to the organisation of those events, and recognise his ability to find creative solutions to problems.”

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- Peter Cornelius – Managing Director Asia Pacific The Nielsen Company (Research).

“ I have directly worked with Steve for over 7 years in his time at CRA. This relationship was built on two foundations. Firstly, Steve managed the ongoing ‘operational’ work with Nielsen providing the Industry ratings currency on behalf of all Radio stations and secondly, across a large number and variety of special projects. These ‘special projects’ were invariably directly managed by Steve. His enthusiasm, foresight and total commitment to make these happen and the resulting benefit this afforded the wider industry were first rate. Working across the industry and acknowledging different stakeholder issues is never an easy task, but Steve managed this with aplomb”.

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- Mark King – Head Audio Buyer, Harvey Norman.

“ I worked with Steve in the development of complex retail strategies for Harvey Norman and specifically in the pre launch activity for digital radio. Steve’s understanding of retail was impressive and his ability to cut through some of the primary issues for retail was refreshing. We were able to develop detailed strategic retail programs on a national scale and ensure Harvey Norman was seen as a market leader in the new technology and specifically digital radio space. His passion and determination to break down all the barriers was infectious and I would highly recommend him as a strategic business consultant – even if he knows nothing about your industry – he learns very quickly. “

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- Stephen Everett – Managing Director ACE Radio Networks Australia.

“I have not met someone over my many years who is so confident, comfortable and utterly reliable in such a cross section of situations and environments. If you just politely enquire as to his career history you will quickly understand here is a man whose biography will clearly demonstrate a highly skilled individual. Steve is a man able to think in a conventional manner and outside the square. I am pleased to be able to write a few words about Steve because the talent and his ability to use it in any business environment will be of value to anyone who chooses to utilise his many skills.”

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- Garth Agius – Group Director of Marketing and Advertising Integration, News Limited.

“Through our Cannes association as Australian Representatives we’ve observed Steve’s work with the Sirens Award program, which he has been developed and executed in a very professional manner. Steve demonstrates great passion for his work and strong respect for business partners. Whilst News Limited is not directly involved in the radio business our involvement with Cannes and the Siren Awards has been exceptionally well managed and represented under Steve’s leadership.”

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- Lauren Miller Cilento – CEO, Harry M Miller Group

“I have had the great pleasure of working with Steve on the Media Board for the Salvation Army. He has been one of the most active members of the board, particularly now that he is working as a consultant across the whole Australian media landscape. Steve has the rare ability to communicate a complicated strategy in a seamless manner but most importantly, can engage with the client all the way through to campaign execution and measurement, holding their hand on the way to true media innovation. He is ahead of the game in terms of combining all emerging media platforms into a truly 360 degree solution.”

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- Dirk Anthony – Director Audio and Language Content - SBS

“ Steve demonstrated to us his adaptability, moving seamlessly between the needs of the different stakeholders in Radio and still achieving the overall results required. ”

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- Ian Walker – Senior VP Programming & Operations, Absolute Radio International London

“ Steve James is one of those rare visionary individuals whose work ethic is truly infectious. Steve’s passion for his work and his ability to identify the strategic needs and solutions for his clients is truly remarkable. I have had the pleasure to work alongside Steve on various international projects and have always been impressed with his analytical approach to sometimes complex issue’s which have always resulted in favourable and positive outcomes. I could not recommend Steve highly enough. ”

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- Chris Russell - Manager – Dtermine, Deloitte Digital, Deloitte Touche Tohmatsu

” Steve’s commitment and passion for his work allows him to overcome challenges and achieve goals. Thanks to a can-do attitude and Steve’s remarkable persistence we were able to successfully deliver an innovative solution back to the industry. It’s rewarding working with someone who is so passionate about what they do.”

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- Robert Costello – General Manager Canhom – (Electronics manufacturer and seller)

“ I had the pleasure of working closely with Steve on the launch of Digital Radio in Australia. This was a monumental, nationwide undertaking with five events going ‘live’ simultaneously. Steve’s creativity, drive and attention to detail - while keeping the big picture in focus - was astounding. All five launches went off without a hitch. Steve was clearly the key element in this high profile activity event.”

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- Graeme Redman – General Manager Pure – (Electronics manufacturer and seller)

“ I have worked closely with Steve on a number of digital radio projects including the major launch event for digital radio held simultaneously in the five Australian mainland capital cities. This was the largest event in radio ever held anywhere in the world and was outstandingly successful due primarily to Steve’s carriage of the organizing and running of the launch events. Steve approaches his work in a most professional manner and with enthusiasm and commitment and is focused strongly on outcomes and results for clients. ”

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