

Steve James' bio

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Steve.James | Consults is a specialist practice with a particular focus on Advertising, Entertainment, Media, PR, Digital & Marketing Strategy. IT Project Management and specific RFP projects are regular assignments.

Steve holds a number of business degrees including an ExecutiveMBA and Graduate Diploma Management, AGSM Sydney. Is a Qualified Executive Business Coach (DipExecCoaching AIPC), has a Masters of Marketing and is a Certified Practicing Marketer (AMAMI CPM). Steve knows the Advertising, Media and Entertainment and specific NFP sectors well and has worked on a number of extremely high profile local and international projects. Until 2010, Steve James was Head of Advertising, Marketing and Research for the commercial radio industry in Australia (8+ years). Prior to that, held senior management roles in media with ACP Magazines Sydney; was Group Marketing Manager - Olympic Games, News Limited; Marketing Manager, The Daily and Sunday Telegraphs and Marketing Manager, HWT Newspapers, Melbourne.

Steve Lectures at many of the country's leading universities and is a current member of the adjunct faculty at Sydney University (Unit Manager and Lecturer on their Masters of Marketing Program), AGSM and MGSM (Lecturer in Marketing Strategy and Managerial Skills on their Executive MBA Program), University of Technology Sydney (Lecturer on their Masters Marketing and MBA Programs), ACU Sydney (Marketing and Management and Executive programs), Notre Dame University, Sydney Business School and Newcastle Business Schools Sydney (Lecturer in Marketing Strategy MBA Programs).

Steve lists some of his major achievements:

- Started from scratch a Consultancy Practice, now boasts clients from many high profile blue chip companies.
- Developing and managing continual high level business improvement projects for large entertainment brands and particularly in the new streaming space.
- Project Managed large and complex IT and Broadcast education programs for Fairfax and Commercial Television Networks and was an active IAB Board Member for the selection of suppliers for the online audience measurement tender.
- Maintains an impressive commercial client list and plays a leading role in shaping change across the latest industry issues whilst managing academic work on the premium executive education programs at Australian Universities.
- Developed business, strategy and marketing plans with implementation of FreeviewPlus, launched 2014.
- Developed and led numerous industry wide strategic advertising initiatives alongside many blue chip companies with AANA. Managed multiple industry committees.
- Responsible for strategic industry leadership in assisting radio to prepare for the migration from the traditional analogue platform to multiple digital platforms and to develop research and communications programs to support and market this evolution.
- Developed, researched, costed and managed the roll out of complex brand, strategy and communications plans for the digital radio launch in Australia (2009). This included a retail strategy which resulted in over 200 000 radios being sold in the first 6 months.
- Responsible for detailed management of the launch events for digital radio in Australia on August 6, 2009. Five simultaneous launch events in five cities featuring every commercial radio and Public Broadcaster Breakfast Team in the one location, by state, at the one time to promote the start of digital radio. This activity resulted in over \$28 million in free external media publicity.
- Responsible for developing and managing industry strategy to ensure radio's total revenue share did not decline and enjoyed continual growth for the 8 years preceding the GFC.
- Personal passion and drive to ensure radio advertising creative became top of mind within advertising agencies. Activity resulted in the first Grand Prix Radio win for Australia at Cannes.
- Produced and managed numerous annual large scale international standard Events and Conferences in Australia with the prime purpose of promoting and celebrating commercial radio.

