

Steve.James | Consults

*BCommun (Media), GradDipMgt, Exec MBA, GradDipEd, DipExecCoaching (AIPC),
MMktg (Lecturer) Sydney University, AMAMI CPM*

Steve.James | Consults is a specialist business practice with a particular sector focus on Advertising, Entertainment, Media, PR, Digital & Social Media.

There are FOUR key parts to my Consultancy Business.

steve.james
CONSULTS

PO Box 1087, Surry Hills
Sydney NSW 2010 Australia
t +61 2 8096 1039 m +61 407 452 739
e steve@stevejamesconsults.com
stevejamesconsults.com
abn 97 587 815 155

Business Strategy Development, implementation & monitoring / Marketing Strategy Consultancy

- Recent contract roles (AANA/Freeview Australia/Channel 7/Foxtel) – managing Industry issues; provide strategic advice to the CEO on issues threatening advertisers OR identifying opportunity.
- A specific focus on the evolution of media measurement methodology.
- Manage Groups of Industry experts on key issues and have regular liaison with the CMO's inside some of the largest blue chip company advertisers in Australia.
- Strategic advice and project management – FreeviewPlus implementation and launch 2014.
- Other clients are in the not for profit sectors (variety of industries) and commercial media and advertising (Magazines/Newspapers/Television/Digital).

Project Management Consultancy (all Industries)

- Once Business and Marketing strategy has been developed (or inherited) typically a number of projects will emerge.
- Strengths; managing these projects to budget and agreed timeline.
- IT Project Management and large Tender Programs (IT and non) are regular assignments. Large Industry Body Tender projects (RFP) are regular assignment on a variety of business issues.
- Developing and Managing Executive Interview Programs are a specialty and are often linked to organisational strategy.

Executive Education Lecturing / Coaching & Program development

- Key clients are Australian Graduate School of Management (AGSM), Macquarie Graduate School of Management (MGSM), Australian Catholic University (ACU) and ACU Executive, Sydney University, University of Technology Sydney, University of NSW, Australian Film Television and Radio School (AFTRS), Notre Dame University, Sydney Business School, SP Jain Sydney and Newcastle Business School.
- Lecturing in Advertising, Marketing Strategy & Management, Strategic Management, Events Management, Project Management, Digital & Social Media, PR, and Business Strategy.
- Develop and implementation of course content and then facilitate (either in block Weekends or a 14 week semester).
- Under Graduate, Masters, MBA and Executive MBA level.

Executive Training / Coaching (in workplace)

- Am an Associate of the Integro Leadership Institute and hold a DipExecCoaching (AIPC).
- Deliver Integro Leadership Institute Executive Training Programs on a wide range of topics for workplace change.
- Am an accredited DiSC and Everything DiSC 363 Facilitator and utilise a variety of tools to assess workplace and individual behavioural challenges.
- Ongoing Client Management Programs to address issues identified in specific organisational surveys.
- Individual Executive Coaching in workplace. Strategy and personal development workshops.
- I hold a number of business degrees including a Bachelor of Communications (Media), Masters Marketing, Executive MBA and Graduate Diploma Management, AGSM Sydney.
- Understand intricately the Media, Advertising and Entertainment and multiple NFP sectors and have worked on a number of extremely high profile local and international projects.
- Until 2010, was Head of Advertising, Marketing and Research for the commercial radio industry in Australia.
- 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.
- Have a genuine passion for personal and organisational development and brands, delivered across any platform.