



SHARON BROWN
AND ASSOCIATES



SHARON BROWN PROFESSIONAL PROFILE

Profile

Sharon Brown is the Managing Director of Sharon Brown and Associates a highly successful ICT, Sales and Management Consultancy team of professionals.

Sharon is an Adjunct Associate Professor in the School of Computer and Security Science, in the Faculty of Computing, Health and Science for EDITH COWAN University Western Australia.

Sharon is a Director of WANRI, the Western Australian Neurological Research Institute.

Sharon has over 35 years experience in sales and delivery in the ICT industry whilst holding senior management and business development roles and was the Telstra Business Woman of the Year in Western Australia for 1999.

Sharon has Chaired and held numerous board positions in ICT, Local and Federal Government and Not for Profit companies.

Sharon is highly motivated, tenacious and will work around the clock to ensure the satisfaction of clients and a successful, professional outcome for the company that she represents.

Key Skills and Experience

- **Business development** with new and existing clients resulting in annual sales of up to \$150 million
- **Strategic management** experience including analysing and understanding business at a strategic level to provide guidance at Board level and solutions at CEO and management levels
- Aligning business goals with **technology solutions** incorporating infrastructure, software and telecommunications for maximising return on investment and efficiencies
- **Managing relationships** at CEO and senior management level across a range of industries, with networks developed and maintained over a period of twenty years
- Excellent **negotiation skills** with the ability to understand and manage stakeholders, communicate effectively and think laterally to provide benefits not otherwise considered
- Ability to **negotiate solutions and contracts** with clients and vendors, which are mutually beneficial and have measurable financial returns
- **Operational management** including experience managing service delivery and technical, administrative, support and sales staff
- A natural ability for choosing the right people and fostering talent to drive a **high performance culture** within the team

Work History

2009 – Current

Managing Director Sharon Brown and Associates

- Manages a team of professionals accountable for the delivery of sales targets and business focused solution designs for a number of government and private sector clients.
- Provides strategic consulting, planning and implementation services.
- Delivers professional sales and management training/facilitation to government and private sector clients

2008 – 2009

Director of Sales Change Corporation

- Managed a team of employees accountable for the delivery of sales targets and business focused solution design
- Generated revenue to the value of \$40million to date including:
 - » CRM solution for Government Employees Superannuation Board (GESB)
 - » Information Management solution for BHP across customer service groups
 - » \$5million services contract for Department of the Attorney Generals
 - » ROC (Remote Operating Centre) project for Rio Tinto implementation of driverless trains and tip trucks
- Developed and ensured implementation of the sales model, the planning and forecasting framework and the contact management solution for the organisation
- Responsible for sales, management, strategy, business development and growth for Change Corporation

1999 – 2008

AlphaWest Strategic Business Manager

- Responsible for the strategic business development and growth of AlphaWest
- Accountable for maintaining key vendor and client relationships
- Managed the sales process including the delivery of tender responses resulting in successful bids for:
 - » Woodside new building solution (software, network and telecommunications), working in collaboration with Cisco Software, Hummingbird, Ericsson and Telstra
 - » State Telecommunications Enhancement Plan for all WA government agencies which was the largest multi faceted technological project ever awarded in Western Australia
 - » Rio Tinto \$26million infrastructure and services solution across head office and remote sites

1998 – 1999

AlphaWest Manager, Network Services

Managed over eighty employees split into three divisions offering services including design, implementation and support of small and large networks, sales, telecommunications, network and software solutions and security and Internet services. Responsible for achieving sales and delivery targets across all three divisions.

1994 – 1998

SCITEC Australia Pty Ltd, WA Branch Manager

Managed and maintained SCITEC WA's existing client base and personnel, and grew the business and branch. The branch consisted of four personnel and grew to sixteen during this time.

During this time Western Australia won Branch of the Year (for highest sales achievement across Australia) for two consecutive years.

Referees

Contact information to be provided upon request

Boards, Committees and Professional Memberships

- Rottnest Island Authority Board
- National CRC Committee ACT
- Science & Technology Innovations Strategy Management Committee – founding member
- Insurance Commission of W.A. Board
- Rottnest Island Marine Issues Advisory Committee
- Defence Reserves Support Council
- WA Technology & Industry Advisory Council
- Federal Industry Research & Development Board's Information Technology & Telecommunications Committee
- National Museum of Australia Council
- Chair of the IIFWG – Information Industry Forum Working Group
- Central Metropolitan College of TAFE Governing Council
- CENSORSHIP BOARD
- Deputy Convenor E-Commerce Committee for Industry and Government
- WA Online Advisory Council
- National Research Priorities Expert Advisory Committee
- External Reference Group for the Public Sector Management Renewal – founding member
- Knowledge Economy Taskforce – founding member
- Chair of ICT Industry Collaboration Centre 2006 – founding member
- Vice Chair of ICT Industry Collaboration Centre 2005
- WA AIIA Branch Chair 1998, 1999 & 2004
- Winner of the Telstra Business Woman of the Year, Western Australia 1999
- Adjunct Associate Professor School of Computer & Security Science ECU WA
- Director WANRI – WA Neuroscience Research Institute

PROFESSIONAL MEMBERSHIPS

- Australian Institute of Company Directors
- 500 Club
- Australian Information Industry Assoc.
- Australian Telecommunications User Group
- Telecommunications Society of Australia
- Australian Institute of Management
- Australian Computer Society
- Chamber of Commerce
- WA Club