

Remember every job is a self-portrait of the person who did it. Autograph your work with excellence

Author Unknown



Supporting, facilitating and creating a measurable difference in business performance

Keith Ready's Objective

Add value when providing my skills, experience and expertise to a clients and organizations by supporting, facilitating and creating a measurable difference in business performance.

Business Testimonials

'Keith's logical approach to business is commendable and I would highly recommend Keith to anyone who is looking for a leader who can handle difficult yet necessary change initiatives within their business'

'I firmly believe there is no other person in Australia who has such an in-depth knowledge of the workings of the natural health industry, particularly in regards to marketing, branding, retail sales and distribution.

Keith is very motivated, totally professional and ethical - an amazing resource for anyone needing an insight into Australia's health industry'

Keith Ready

Skills and Expertise

- ✓ Market Research
- ✓ Strategic Planning and Business Development
- ✓ Sales, Marketing and Distribution
- ✓ Project management and facilitation

Business and Personal Values

- ✓ End result and outcome focused
- ✓ Add significant value to the business and all stakeholders
- ✓ Supporting a team focused environment where Together Everyone Achieves More
- ✓ Deal with all stakeholders ethically, with respect, trust and honesty

Work Experience

Keith Ready Consulting Services Pty Ltd - 2010 to present

Business, sales and marketing advice, consulting and project management with an absolute focus on making a measurable difference for my clients.

I work mainly in the complementary health care, natural and health food sector in the Australian market place, assisting clients to enhance or establish their business strategies in these sectors whilst still completing other consulting projects which align with my business experience and skills.

During this period, I completed a longer-term contract working with a major retailer in the healthcare sector which involved setting up and managing an e-commerce website, POS implementation and setting up appropriate purchasing processes and systems.

Clients include - Blackmores Ltd, BioCeuticals Group, Kline and Company, Go Vita Distributors Limited, Mr. Vitamins, RFA Regulatory Affairs, Healthy Life Group and Discounted Vitamins Pty Ltd.

‘Keith is an exceptionally talented and experienced individual in FMCG goods, specialising in health with products in the wellbeing and lifestyle space.

From website management to new product design, industry research or launching a brand Keith will be able to fortify your business with his proven understanding of the market’

‘I don't think I have met anyone as passionate as Keith Ready when it comes to positivity and people. Keith has the energy and drive of six people and furthermore can apply this to deliverable, measurable outcomes for his clients. Keith is a great operator’

‘For over 20 years I have been a ‘fan’ of Keith. I recommend Keith to you as someone who is highly intelligent, personable and trustworthy.

His experience and aptitude make working with Keith a delight. What's more it's effective and productive’

Board Testimonial

‘The board felt that Keith’s extensive experience, business acumen and clear thinking, would be invaluable. It proved to be just so. Keith has been a truly diligent and active member of the board, contributing significantly to our thinking and ultimately, our outcomes.

Flowers For Everyone - 2008 to 2010 Chief Operating Officer

Responsible for the day to day management of three websites, the call centre, head office and administration, workroom and 7 retail stores. The role required a continuous review of effective business strategies to reduce company expenses, enhance and grow sales revenue and profit.

Nature’s Sunshine Products - 2006 to 2008 National Sales Manager

Responsible for the national sales effort - managing and supporting a team of BDM’s and a wholesaler and distributor network across Australia who supplied the range of products to health food stores, pharmacies and natural therapists.

Keith Ready Consulting Services Pty Ltd - 2003 to 2006

Business adviser focusing on business planning and strategic and tactical development projects including a number of assignments within the Not-for-Profit industry sector involving performance management and recruitment. **Clients included** - Pfizer Australia, Beiersdorf Australia Ltd, The Weather Company, Wyeth Australia, Clubs NSW, Go Vita Health and Nutrition Centres, The Sunnyfield Association, Performance Drivers and Flowers for Everyone.

Eurest (Australia) Pty Ltd - 2001 to 2002 General Manager - David Jones Restaurant and Café Portfolio

Retained by the Director of Retail in a contracted role to oversee the mobilization and integration from David Jones to Eurest Australia of 41 instore restaurants and cafes located in 4 States.

Leadership Management Australia - 1998 to 2001

Licensee and program facilitator working with over 150 clients in NSW across wide cross section of industry sectors. The training programs covered personal productivity, sales, leadership, communication and team leadership skills. **Clients** - Toyota Finance Australia, St Vincent's Private Hospital, Dick Smith Electronics, Eden Technology, Kings Parking, Rosemount Wines, Southcorp Wines, Sydney Convention and Visitors Bureau.

Keith Ready Consulting Services Pty Ltd - 1992 to 1998

Business advisor and trainer completing assignments for over 200 clients as well as over 500 workshops, seminars and key note presentations.

Clients included - Property Council of Australia, Westfield, Lend Lease, AMP Shopping Centres, J Farren - Price, Chanel Australia, Harrison's Pharmacy Group, Cash Converters - NSW, Bill Buckle Autos, Morgan & Banks, Royal Botanic Gardens - Sydney, Mount Annan & Mount Tomah, A.P.I. - Australian Pharmaceutical Industries, Doctors TV Network, NSW Agriculture and NSW State & Regional Development - Sydney, Newcastle, Riverina, Illawarra and New England.

I recommend Keith highly to anyone wishing to utilise his vast business knowledge, clear concise reasoning and ability to express himself and engage others whilst doing so'

Contact Details

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LinkedIn

Keith Ready

Website

A Gift of Inspiration

A wise person
knows that
there is
something to
be learned
from everyone.

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Blackmores Ltd - 1985 to 1992

Director of Sales - Blackmores Ltd

General Manager - Healthy Life, Russell's Retail and Blackmores Foods

Director of Public Affairs - Blackmores Ltd

Board and Community Roles

Associate Director - Go Vita Distributors Pty Ltd appointed to the board in June 2016 to January 2017.

Go Vita is Australia's leading co-operative health food retail group with a membership of 140 stores around Australia. It's wholesale distribution business services both Go Vita stores and independent stores and is now one of the largest wholesalers in the health food industry.

Primary duties of the role were focused on the strategic direction of the business, ensuring the appropriate processes were in place with regard to risk management and the overall financial performance and development of the business.

In addition, I also facilitated and guided the annual strategic planning day for the overall business.

Website Committee Member - Radio Northern Beaches from March 2011 to January 2012 - also ran a weekly Easy Listening program on the station from December 2010 to January 2012 and assisted with the training program for new broadcasters.

Director - Business Enterprise Centre Northern Beaches from 1993 to 2002. In addition to providing strategic direction for the BEC, I also provided support services to client members via workshops, seminars and business advice to start up business owners on the Northern Beaches of Sydney.

Committee Member - Cromer Public School - School Council 1992 - 1994

Awards and Recognition

Recipient of the Lady Cilento Award in recognition of service to the Australian Complementary Health Care Industry in various roles over 15 years - including as a Member of the Technical and Standards Committee, Education and Publication Chairman, feature writer for Health Food Retailing, State President of the NSW Chapter of the association and Vice President of the national association.

Personal Commitment to Encourage People

In addition to my work I am the publisher of InspirEmail and my website - A Gift Of Inspiration which has just on 250,000 page views per annum. Both InspirEmail and the website have the aim of providing positive and inspirational messages. InspirEmail is currently sent out every month to over 6500 subscribers around the world.