

John Reed

BA, HDE, BCom (Hons), MBA, GAICD



After an early career in education and management training, John moved into the world of commerce. His first job in commerce was to lead the expansion of a recently listed entrepreneurial distribution company into a market where they had no previous representation. Within 3 years the 'expansion' had become the regional market leader.

Following this formative business experience, John took on a series of General Manager / Managing Director assignments where he was required to either lead a business expansion or to lead a business turnaround. Each of these leadership experiences necessitated sensible 'Repositioning' of a business and its component parts. Accordingly, John gained business insight into the essentials of effective repositioning.

John led businesses in Southern Africa, the United Kingdom, Asia-Pacific, and Australia / New Zealand. The business offerings included the importation and distribution of engineering consumables, outsourced property services, facilities management, design and installation of building systems, corporate real estate advisory, architectural and project management services, and technical maintenance services.

Further to his business leadership roles John has grown his boardroom experience. He has served as an Executive Director of a publicly listed company, Managing Director of 2 subsidiaries of listed companies, Executive Chairman of a Joint Venture company, Governing Body Member for a NFP organisation, and a Director of various subsidiaries. He has particular insight into the board dynamics of founder led companies, and insight into Joint Venture boards where shareholder nominated directors can have conflicting interests.

Today John is focused on growing 'Reposition' through contributing to client future successes. In addition, John contributes as a Non-Executive Director in situations where he compliments the Board's collective skills and experience.

John is married to Janet with 2 daughters, Cara and Hayley. He reads business journals, biographies, and theology texts. To keep fit John surfs, plays golf, and participates in endurance sports events. He appreciates the Australian culture of volunteering and participates in the MS Community Visitation Scheme for the aged. He values time with family and friends and enjoys being a congregant in their local church.

John is careful to acknowledge his various work colleagues who have contributed immensely to his successes as a business leader and to his experience of life.