

# Neil Kuiper (BBus, MBA)

## Marketing Manager

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## Professional Summary

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Self-motivated, mission-oriented marketing leader with 20 years in-house and agency-side experience in various marketing roles. Track record of leading and growing cross-functional teams, strategy development and executing marketing plans from start to finish. Eager to fulfill a senior marketing role to positively contribute to company growth.

## Experience

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### Marketing Manager, Store Format Development – Coles Group

Jan 2022 to Present

Coles Group is one of Australia's largest and most iconic retailers, with more than 2,400 outlets across a portfolio of Australian supermarkets, liquor and convenience stores. My role focuses on delivering best-in-class, innovative, simplified, consistent customer-centric store environments focused on quality, value and company values. Working closely with cross-functional teams including store development, brand & content, insights, business units, compliance, legal and more, I'm involved in various innovation projects that push the boundaries for future store formats. Achievements to date:

- Marketing lead for Southland Format A/B innovation supermarket store renewal (launched Nov-22)
  - NPS results: overall store satisfaction +12%, store look & feel +19%, price satisfaction +5%
- Marketing lead for Braybrook Format C innovation supermarket store renewal (launched Aug-22)
  - NPS results: overall store satisfaction +4%, store look & feel +5%, price satisfaction +2%
- Delivered signage solutions for various micro innovations & trials
  - Bring your own container in Deli, reusable fresh produce bags, battery recycling units, skip scan
- In conjunction with the standards team, developed our next generation signage blueprint (and subsequent release updates) for all new and renewal stores
- Lead the implementation of Adobe Workfront (MRM) and Digital Asset Management (DAM) systems within store format marketing teams

### Marketing Manager - Oritech Pty Ltd

2017 to Dec 2021

A leading specialist tools and equipment supplier to the electronics, automotive, aerospace, defence, and science industries. Responsible for developing marketing strategy and overseeing all marketing activity.

- Developed strategic marketing plan that has increased market share within core markets by 20%
- Lead marketing team and effectively managed budget of \$300,000
- Successfully launched capital equipment division that contributes to 25% of profitability
- Developed new eCommerce websites that has increased baseline online sales by over 500%
- Developed digital programs that has increased website traffic by 150% and significantly increased enquiries
- Refreshed brand identity across all marketing communications

## **Marketing Manager - Hawker Richardson Pty Ltd**

2016 to 2017 (6 Month Contract)

Australia's largest supplier of specialist equipment and tooling to the electronics manufacturing industry. Employed on contract to lead strategy development and mentor marketing team.

- Led the development of an annual marketing plan and processes for monitoring and review
- Mentored marketing team and managed budget
- Developed successful sales proposals and tender submissions for multi-million-dollar sales opportunities
- Established an annual events calendar and managed several traded shows, generating more than 500 leads
- Launched company blog and LinkedIn page, providing a platform for future growth
- Created Case Studies and Blog Articles

## **Marketing Manager - AutoPacific Group**

2013 to 2016

Australia and New Zealand's leading manufacturer of vehicle accessories and towing solutions, home to brands such as Hayman Reese, Rola Roof Racks, Trojan, Thetford, Tekonsha, Fulton and more. Responsible for restructuring the marketing department and overseeing all marketing activity for original equipment and aftermarket brands.

- Built high performing marketing team
- Managed a \$1.6M marketing budget with proven ROI
- Launched over 500 products into the Australia & New Zealand markets, across 12 brands
- Played key role in securing and launching Rola Roof Racks into SuperCheap Auto (\$5M+ account)
- Led branding of Hayman Reese Towing Service Centres and showrooms across Australia
- Created an annual events calendar including caravan & camping, 4WD and outdoor shows
- Successfully negotiated, launched, and activated sponsorship of Hayman Reese Racing Team
- Rebranded product packaging for Rola Roof Racks, Hayman Reese, and Trojan Trailer Parts
- Created product instructional videos with over 150,000 views on YouTube each
- Led the development of new product catalogues

## **Marketing Manager - Road Angel Group UK**

2007 to 2013, UK

The UK's leading manufacturer of driver assisting GPS products, Road Angel helps make Britain's roads safer by educating and empowering motorists to make better decisions about their driving.

- Built high performing marketing team
- Managed a £600,000 marketing budget with proven ROI
- Launched safety camera locator 'Road Angel Gem' into Halfords and other retailers
- Launched safety camera locator App, with over 60,000 downloads in the first six weeks
- Developed customer journey, decreasing subscription churn for map & camera updates by 20%
- Successfully launched Road Angel Fleet. B2B vehicle tracking division with circa £5M turnover
- Established lead-generation strategy for Road Angel Fleet, resulting in 50 to 100 new leads PCM

## **Online Digital Editor - Grass Roots Group UK (2007)**

## **Marketing Executive - Facilities Services Group UK (2003 to 2007)**

## **Marketing Executive - Unigas Autogas (2002 to 2003)**

## Skills

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- Team leadership
- Strategic planner
- Highly detail-oriented
- Creative strategies
- Sales analysis
- Commercial awareness
- Skilled negotiator
- Superior verbal and written communication skills
- Team building

## Education

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**Master of Business Administration (Marketing)** - University of Leicester, UK (2008 to 2011)

**Bachelor of Electronic Commerce** - La Trobe University (1999 to 2001)

**Victorian Certificate of Education** - Wodonga High School (1998)