



ALEX COCHRAN

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Retail Marketer ~ Troubleshooter ~ Team Mentor

"During my career I have learned that no matter how dominant your brand, how big your distribution footprint or how much you spend on advertising, the market is your master, not your servant. Try to manipulate or push a market against the prevailing current, and punishment will be swift and severe.

To win in a competitive landscape you need to identify, develop and leverage your strengths to obtain a strategic advantage in the market place.

Today the biggest competitive advantage is speed. If you can identify and fill a market gap quicker than your competitor you will win. It's not always necessary to have the best solution, just a solution at the right time.

Identifying emerging trends and developing them is the best way to move your business to the next level rather than just simply copying your competitors."

A highly experienced **Retail Executive** who has demonstrated the ability to identify the core challenges faced by a retailer and can then develop and execute strategies to take these business units to the next level of performance, developing internal team's capabilities along the way to ensure ongoing success. Strong educational and business qualifications with an impressive track record of more than 30 years of hands-on experience in retailing ensure a high probability of project success.

- ♦ *Domestic and Global Buying* ♦ *Online Marketing* ♦ *Brand Development*
- ♦ *Business Development* ♦ *Relationship Management* ♦ *Project Management*
- ♦ *Retail Advertising* ♦ *Range Development* ♦ *Training and Teambuilding*

SIGNIFICANT ACCOMPLISHMENTS

DICK SMITH ELECTRONICS

- Managed a successful buying team to a market leadership position in a number of key strategic product categories.
- Successfully participated as a key member of the due diligence team in the \$144 million acquisition of Tandy Electronics
- Established the initial ranging & marketing strategy for the newly developed PowerHouse division.
- Developed successful business plans to achieve \$250 million+ in sales during highly competitive economic and market conditions.
- Established critical partnerships with high level industry leaders such as Telstra, Optus, Vodafone, Nokia, Panasonic, Uniden, Sony, and Motorola.

DAVIDS HOLDINGS

- Established the non-food division with three other key executives resulting in a \$25 million sales business unit.
- Developed a significant house brand product portfolio.
- Assisted independent business owners to evaluate, develop and implement profit enhancement plans.

BIGW

- As a member of a troubleshooting team, identified critical retail performance issues and developed strategies to arrest significant financial losses.
- Renegotiated enhanced supply arrangements with a number of strategic business partners.
- Reduced inventory levels and adjusted product mix to increase sales and profit to acceptable levels.

JAMES MCEWAN & CO

- Successfully managed a chain of 45 automotive accessory retail stores which were acquired as part of a merger with Repco Corporation.
- Participated as lead member of three person taskforce to analyze and develop strategies in respect of a non-performing Queensland subsidiary.
- Successfully developed and executed retail marketing strategies as Marketing Manager.

PROFESSIONAL EXPERIENCE

DICK SMITH ELECTRONICS, Sydney, New South Wales

1994 - Present

Merchandise Manager

- Manages a team of buyers who oversee the profitable development and marketing of product ranges and maintain strong relationships with key trading partners.
- Accountable for the sales, profit and inventory management of a \$250 million product portfolio.
- Co-ordinates a marketing program that spans three retail brands and utilizes press, radio, direct mail, and television as core components of the media mix.

DAVIDS HOLDINGS, Sydney, New South Wales

1988 - 1994

Merchandise & Marketing Manager Campbells Home Office (1993-1994)

- Directed marketing strategies, business development plans, promotional activities, product development projects, and MARCOM generation procedures for newly established Home Office Division.
- Established a \$15 million+ division to service the SME market in record time.

Buyer Campbells Cash & Carry (1990-1993)

- Responsible for the profitable management of the General Merchandise division within Campbells Cash & Carry. Accountable for sales, gross profit, rebates, stock levels and total department performance.
- Profitably increased yearly turnover from \$2 million to in excess of \$25 million.

Buyer General Merchandise David Holdings (1988-1990)

- Responsible for the establishment of a non food range of product to enhance the profitability the independent supermarket channel.
- Dramatically increased the exposure of non-food product in the supermarket channel. Implemented a house brand product program which significantly enhanced customer's potential profitability.

BigW, Sydney, New South Wales

1987 - 1988

Buyer Hardgoods (1987-1988)

- As a member of a trouble shooting team, redeveloped the product and ranging strategy for the Hardgoods departments to bring them back to sales growth and profitability.
- Renegotiated terms with all key partners to ensure resources were available to implement an enhanced marketing and advertising program.
- Initiated an inventory reduction program to ensure that corporate return on investment goals were achieved.

JAMES MCEWAN & Co., Melbourne, Victoria

1976 - 1987

General Manager Dynamic Auto (1985-1987)

- Reporting to the Managing Director, responsible for the management of 45 automotive accessory retail stores.
- Achieved significant sales and profit improvements resulting in the division being transferred to the Repco Auto Parts division of Repco Corporation.
- Managed a six member senior management team and 250 store level staff.

Marketing Manager James McEwan & Co. (1984-1985)

- Reporting to the Merchandising Director, responsible for the planning and execution of marketing and promotional activities of James McEwan & Co. Victoria's largest retail hardware chain.
- Achieved double digit sales growth and increased unaided awareness of the company as Victoria's premier hardware retailer.
- Reduced marketing costs expressed as a percentage of sales by 30%.

James McEwan & Co. (1977-1984)

- **Taskforce Member**, McEwans Queensland Taskforce for 14 months. Based at Gold Coast, the taskforce was responsible for analysis, recommendations and implementation of action in respect of this subsidiary. Responsible to Managing Director, McEwans Queensland Ltd.
- **Taskforce Member**, McEwans Melbourne Distribution Centre Refurbishment Team for 9 months. Project value \$1.4 million.
- **Buyer**, Electrical Accessories and Lighting.
- **Assistant Buyer**, Hand Tools and Power Tools.
- **Assistant Store Manager** at several Melbourne stores for 2 years after promotions through sales supervisor and sales assistant.

EDUCATION

Masters of Marketing, (2006) - MONASH UNIVERSITY, Caulfield, Victoria

Bachelor of Business (Marketing) Part, (1983) - MONASH UNIVERSITY, Caulfield, Victoria

Retail Cadetship, (1980) - JAMES MCEWAN & CO., Melbourne, Victoria

HSC, (1976) - HALLAM HIGH SCHOOL, Melbourne, Victoria

INTERESTS & ACTIVITIES

Technology, Online Marketing and Education, Website Development

Portfolio

[Read Me Stories](#)

A website designed to help parents teach children to read.

[Universal Design Renovations](#)

A website designed to document a Universal Design showcase project.

[Alex Cochran.com.au](#)

A site designed to assist with the development of my consultancy practice.

References and testimonials available on request.

A handwritten signature in black ink that reads "Alex" in a cursive style, followed by a long, sweeping horizontal line that ends in a small hook.