

**A. CONTACT INFORMATION:**

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**B. PERSONAL STATEMENT:**

My professional career of 30 years has spanned consulting projects and permanent appointments. I have extensive experience in strategic consulting, marketing and digital/AI transformation, I have had the privilege of working with a diverse range of organizations across multiple sectors. My career has been marked by a commitment to innovation, leadership, and the integration of digital technologies to drive business growth and resilience. I have consulted for esteemed companies such as IBM, where I developed comprehensive digital-service strategies for SME and corporate markets, and Fisher & Paykel Healthcare, where I contributed to the development of innovative corporate innovation models that significantly enhanced product development and market strategy. Additionally, I have worked with Air New Zealand to create interactive strategies that personalized customer interactions and improved brand loyalty.

My expertise extends to the public health sector, where I designed and implemented digital strategies for Te Whatu Ora to enhance organizational resilience and cybersecurity capabilities. I have worked with Zealandia to formulate customer-engagement strategies, leveraging digital tools to measure conservation awareness impact. In sustainability, I have collaborated with CarbonClick to develop branding strategies for market positioning and investor appeal. Furthermore, I have provided strategic consulting to Te Pūkenga on complex services, integrating digital technologies to enhance operational efficiency and customer engagement.

My international experience includes working with the International Paralympics Committee, where I conducted a comprehensive sponsorship effectiveness study and developed a brand strategy that increased sponsorship funding through digital channels. I have also developed digital strategies for Rotary NZ and Jaxber, enhancing event visibility and mobile app scalability. I have held senior roles at the University of Auckland and Massey University, developing and delivering curriculum focused on marketing and digital transformation. My experience extends to Unitec and Trade Me, where I conducted research on digital consumer behavior and developed models for enhancing authenticity perceptions in online marketplaces.

Additionally, I have worked with Price Waterhouse on industry analysis and with Haier China on integrating digital technologies into business operations. My consultancy, drrobertdavis.com, has provided tailored strategic guidance to numerous organizations, enhancing their decision-making capabilities and competitive position. Throughout my career, I have consistently demonstrated the ability to align operational activities with strategic objectives, leveraging extensive cross-sector expertise to drive growth and innovation. My commitment to integrating digital technologies into business operations has enabled organizations to achieve significant improvements in operational efficiency, customer engagement, and market positioning.

### **C. PROFESSIONAL CONSULTING EXPERIENCE**

- 1) Project: Physical Security and Operational Resilience Service Design (Te Whatu Ora)
  - a) Consult with senior executive management on strategy and planning for organizational learning and development models, while developing strategies and implementation plans for digital components in Physical Security and Operational Resilience Programs, including Cybersecurity/AI.
  - b) Successfully developed and implemented comprehensive strategies that enhanced organizational resilience and cybersecurity capabilities through integrated digital components.
- 2) Project: AI Innovation Strategy and Process (drrobertdavis.com)
  - a) Develop innovation strategies and process models for AI application companies, aligning them with current and new thinking in innovation management.
  - b) Successfully aligned AI application development strategies with innovative process models, enhancing the competitive edge of client companies.
- 3) Project: Brand Development (Carbon Click)
  - a) Develop a branding strategy and revise pitch decks to enhance funding opportunities, incorporating digital components for market positioning and investor appeal.
  - b) Improved market positioning and investor appeal through a comprehensive branding strategy that effectively leveraged digital channels.
- 4) Project: Innovation Strategy and Process Design (Fisher & Paykel Healthcare)
  - a) Establish innovative corporate innovation models for annual revenue growth by integrating digital technologies into innovation processes.
  - b) Successfully enhanced product development and market strategy through the integration of digital technologies, contributing to significant revenue growth.
- 5) Project: Digital Service Design (Auckland Regional Physical Activity/Sport Strategy)
  - a) Develop and implement online services to enhance public health communication and measure the impact on teenage obesity awareness across New Zealand's sport and recreation facilities.
  - b) Created a cohesive strategy that effectively used digital platforms to enhance public health awareness and measure campaign effectiveness.
- 6) Project: Customer Engagement Strategy (Waitemata PHO)
  - a) Design a customer-engagement strategy integrating online and offline marketing channels to enhance service accessibility and patient engagement.
  - b) Successfully enhanced service accessibility and patient engagement through a comprehensive strategy that leveraged digital tools for campaign measurement and optimization.
- 7) Project: Digital Service Design (Rotary NZ)
  - a) Develop and implement a comprehensive digital strategy for the NZ Motorcycle Show, enhancing event visibility through social media and implementing measurement tools.
  - b) Created a promotional platform that significantly enhanced event visibility and engagement through effective digital strategies.
- 8) Project: Brand Strategy Design (International Paralympics Committee)

- a) Conduct a comprehensive sponsorship effectiveness study and develop a brand strategy that leverages digital channels for partnership valuation and communication.
  - b) Successfully increased sponsorship funding by developing a brand strategy that effectively utilized digital channels for partnership enhancement.
- 9) Project: Service Design Strategy (Te Pūkenga)
  - a) Provide strategic consulting on complex service business operations, developing quality assurance and innovation frameworks that integrate digital technologies.
  - b) Successfully developed frameworks that enhanced operational efficiency and customer engagement, contributing to a comprehensive organizational restructure plan.
- 10) Project: Jaxber (Norway) Country Representative
  - a) Leverage cloud technology to enable cross-platform compatibility and scalability for a mobile app, facilitating real-time data collection and analysis.
  - b) Successfully enhanced decision-making processes through the development of a scalable and accessible mobile app.
- 11) Project: Service Design Strategy (Darlo Higher Education, Australia)
  - a) Develop postgraduate programs and consult on higher education management, integrating digital technologies into educational frameworks.
  - b) Successfully integrated digital technologies into educational frameworks, enhancing program delivery and management while ensuring compliance with regulatory standards.
- 12) Project: Service Design Strategy (NZEI)
  - a) Develop a postgraduate diploma program focusing on business education, incorporating digital components for flexibility and accessibility.
  - b) Created a program that effectively enhanced flexibility and accessibility through digital learning modules and tools.
- 13) Project: Service Design Strategy (NZEI, Ma te Maturanga ka Mohio)
  - a) Develop a philosophical framework for postgraduate education emphasizing knowledge application, potentially involving digital platforms for stakeholder engagement.
  - b) Successfully developed a framework that ensured cultural relevance and modern pedagogical approaches through potential digital engagement.
- 14) Project: Customer Engagement Design (Zealandia)
  - a) Formulate a customer-engagement strategy for conservation and biodiversity initiatives, establishing metrics to measure conservation awareness impact using digital tools.
  - b) Successfully measured conservation awareness impact through digital tools, enhancing stakeholder engagement and campaign evaluation.
- 15) Project: Service Design Strategy (Massey University)
  - a) Develop MBA programs focusing on strategic management and digital transformation, incorporating digital components for executive decision-making.
  - b) Successfully enhanced executive decision-making capabilities through comprehensive MBA programs that integrated digital components.
- 16) Project: Entrepreneurship Strategy Design AusAID Project (Australia, Tonga, Vanuatu)

- a) Lead a research project on entrepreneurship to inform government policy and funding strategies, developing digital infrastructure and strategies to support entrepreneurship.
  - b) Successfully developed digital strategies that supported entrepreneurship, informing government policy and funding initiatives.
- 17) Project: Digital Service Design (Auckland Regional Physical Activity and Sport Strategy)
  - a) Develop and implement online services for public health initiatives, creating integrated communication strategies across multiple online platforms.
  - b) Successfully enhanced public health awareness and measured campaign effectiveness through integrated digital communication strategies.
- 18) Project: Digital Service Design (Go Holidays)
  - a) Evaluate B2C website strategy for a travel company, optimizing user experience and digital marketing strategies.
  - b) Improved customer engagement and conversion rates through optimized digital marketing strategies.
- 19) Project: Digital and Brand Service Design (NZ Health Software Cluster)
  - a) Develop a branding strategy leveraging digital channels for brand positioning and stakeholder engagement.
  - b) Successfully enhanced market visibility and credibility through a digital branding strategy.
- 20) Project: Digital Service Design (Air New Zealand and Look Before You Book)
  - a) Develop interactive strategies for travel services, integrating digital technologies to enhance customer experience and engagement.
  - b) Successfully enhanced customer experience and engagement across multiple touchpoints through integrated digital strategies.
- 21) Project: Digital Service Design (Air New Zealand and Zivo NZ)
  - a) Create interactive strategies for customer engagement, leveraging digital platforms to personalize interactions and improve brand loyalty.
  - b) Successfully personalized customer interactions and improved brand loyalty through digital strategies.
- 22) Project: Digital Service Design (Tuanz/Ebanz)
  - a) Develop interactive strategies for telecommunications and broadband services, using digital channels to enhance customer engagement and service delivery.
  - b) Successfully improved market reach and customer retention through digital strategies that enhanced customer engagement.
- 23) Project: Digital infrastructure and Service Design (Crocombe and Co)
  - a) Develop interactive strategies for a tourism company, integrating digital technologies to enhance customer experience and engagement.
  - b) Successfully enhanced customer experience and engagement in the tourism sector through integrated digital strategies.
- 24) Project: Industry and Market Analysis (Price Waterhouse)
  - a) Conduct industry analysis for a non-disclosure agreement, potentially involving digital tools for data collection and market research.
  - b) Provided insights into industry trends and competitive positioning.
- 25) Project: Innovation and Digital Service Design (Haier, China)

- a) Develop a research relationship to provide thought leadership in business innovation, integrating digital technologies and AI into business operations.
  - b) Successfully enhanced innovation processes by integrating digital technologies and AI into business operations.
- 26) Project: Digital Service Design (Social Media Branding Book, USA)
  - a) Develop a consumer-based model for social media branding, leveraging social media platforms to enhance brand authenticity and customer engagement.
  - b) Provided actionable insights for corporate and SME branding strategies.
- 27) Project: Digital Service Design (Trade Me)
  - a) Model consumer behavior using questionnaire research and statistical analysis to understand consumer experience in online environments.
  - b) Provided insights into service development and digital customer experience design through comprehensive consumer behavior modeling.
- 28) Project: Service Culture and Value Creation (Unitec)
  - a) Model employee and customer perceptions of service culture, using digital tools to analyze and enhance service culture.
  - b) Successfully impacted corporate strategy and customer engagement by analyzing and enhancing service culture through digital tools.
- 29) Project: Consumer Experience and Computer Games (Unitec)
  - a) Study consumer motivation in computer games using qualitative and quantitative research, analyzing digital engagement metrics.
  - b) Provided insights into consumer behavior in gaming environments through comprehensive analysis of digital engagement metrics.
- 30) Project: Digital Service Design (Trade Me, The LOOP Model)
  - a) Develop a model integrating multiple channels of online and offline interactivity to enhance customer engagement and measure campaign effectiveness.
  - b) Successfully enhanced customer engagement and measured campaign effectiveness across different channels through an integrated model.
- 31) Project: Consumer Authenticity Strategy (Trade Me)
  - a) Develop a model of buyer and seller perceptions of authenticity, using digital tools to analyze and enhance authenticity perceptions in online marketplaces.
  - b) Provided managerial implications for e-commerce platforms by analyzing and enhancing authenticity perceptions through digital tools.

#### **D. PROFESSIONAL PERMANENT EXPERIENCE:**

- 1) Job Title: Founder and Consultant
  - a) Company Name: drrobertdavis.com
  - b) Dates of Employment: 2000-Current
  - c) Key Responsibilities and Achievements:
    - i) Establish and operate an independent consultancy focused on marketing strategy and digital/AI transformation. Develop customized frameworks to align operational activities with strategic objectives for client organizations.
    - ii) Enhanced decision-making capabilities and competitive positioning for client organizations through tailored strategic guidance. Successfully leveraged extensive cross-sector expertise to provide targeted strategic guidance.

- 2) Job Title: Faculty Member, Masters Programs
  - a) Company Name: Eastern Institute of Technology, New Zealand
  - b) Dates of Employment: 2018-2022
  - c) Key Responsibilities and Achievements:
    - i) Develop and deliver graduate-level curriculum in marketing and digital strategy. Integrate current industry challenges into the academic curriculum to enhance decision-making capabilities.
    - ii) Developed practical frameworks that bridge theoretical marketing concepts with real-world application. Graduates gained enhanced decision-making capabilities directly applicable to contemporary business environments.
- 3) Job Title: Senior Lecturer, MBA Program
  - a) Company Name: Massey University, New Zealand
  - b) Dates of Employment: 2017-2021
  - c) Key Responsibilities and Achievements:
    - i) Develop and deliver MBA curriculum focused on marketing and digital transformation. Enhance executive decision-making through case-based learning methodologies.
    - ii) Developed evidence-based frameworks for marketing and digital strategy development. Inform strategic decision processes within numerous New Zealand organizations through applied learning methodologies.
- 4) Job Title: Professor, Academic Head of Business
  - a) Company Name: Auckland Institute of Studies, New Zealand
  - b) Dates of Employment: 2016-2017
  - c) Key Responsibilities and Achievements:
    - i) Provide comprehensive academic leadership for the business faculty. Develop a strategic curriculum aligned with industry needs and accreditation standards.
    - ii) Established quality assurance frameworks that enhanced program outcomes. Significantly improved graduate outcomes and industry relevance through systematic curriculum review processes.
- 5) Job Title: Associate Professor (Digital)
  - a) Company Name: Unitec Institute of Technology, New Zealand
  - b) Dates of Employment: 2009-2014
  - c) Key Responsibilities and Achievements:
    - i) Develop an innovative digital curriculum that anticipates industry evolution. Conduct research on digital consumer behavior and strategic marketing.
    - ii) Integrated emerging technologies into business education frameworks. Developed frameworks that continue to guide organizational decision-making regarding digital investment and consumer engagement strategies.
- 6) Job Title: Head of Department, Department of Management and Marketing
  - a) Company Name: Unitec Institute of Technology, New Zealand
  - b) Dates of Employment: 2009-2011
  - c) Key Responsibilities and Achievements:

- i) Lead comprehensive departmental strategy and operations. Manage strategic planning and implementation.
- ii) Developed industry partnerships to enhance program relevance and learner outcomes. Achieved substantial improvements in educational outcomes and departmental performance through data-driven decision frameworks.

7) Job Title: Senior Lecturer (Digital)

- a) Company Name: Manukau Institute of Technology, New Zealand
- b) Dates of Employment: 2007-2009
- c) Key Responsibilities and Achievements:
  - i) Develop digital business curriculum aligned with industry requirements. Establish innovative learning and development (L&D) initiatives to enhance student engagement and outcomes.
  - ii) Developed practical frameworks for digital business implementation that bridge theoretical concepts with practical application. Enhanced organizational digital capabilities throughout New Zealand through education models developed.

8) Job Title: Senior Lecturer (Digital)

- a) Company Name: University of Auckland Business School, New Zealand
- b) Dates of Employment: 2003-2006
- c) Key Responsibilities and Achievements:
  - i) Developing a leading digital business curriculum at New Zealand's premier business school. Integrate emerging technologies and strategic frameworks into business education.
  - ii) Developed thought leadership in digital business transformation during a period of significant technological evolution. Conceptual frameworks developed continue to guide organizational approaches to digital strategy development.

9) Job Title: Visiting Professor

- a) Company Name: Assumption University, Thammasat University, Mahidol University College of Management, Thailand
- b) Dates of Employment: 2001-2002
- c) Key Responsibilities and Achievements:
  - i) Deliver specialized curriculum in marketing strategy and digital business. Develop cross-cultural business frameworks for Asian market contexts.
  - ii) Adapted strategic marketing concepts to diverse cultural and economic environments. Developed frameworks that continue to inform cross-cultural business strategy implementation throughout Southeast Asia.

10) Job Title: Senior Lecturer (Marketing) and PhD Candidate

- a) Company Name: University of Auckland Business School, New Zealand
- b) Dates of Employment: 1996-2001
- c) Key Responsibilities and Achievements:
  - i) Develop and deliver a marketing curriculum focusing on digital strategies. Conduct doctoral research on online retail and e-commerce.

- ii) Contributed significantly to understanding consumer behavior in emerging digital environments through research. Developed foundational frameworks for digital commerce during the formative period of online business.

11) Job Title: Marketing Manager (Digital)

- a) Company Name: IBM New Zealand, IBM Global Network
- b) Dates of Employment: 1994-1995
- c) Key Responsibilities and Achievements:
  - i) Develop comprehensive digital-service strategies for SME and corporate markets. Lead the development and implementation of omnichannel campaigns.
  - ii) Established performance metrics that demonstrated marketing ROI. Significantly improved the marketing function's contribution to business performance through systematic approaches to resource allocation based on measurable return metrics.

#### **E. EDUCATION:**

- 1) Degree Title: B. Ag. Sci. Bachelor of Agricultural Science (Honours)
  - a) Institution Name: Lincoln University, New Zealand
  - b) Graduation Date: 1989
- 2) Degree Title: MPhil Master of Philosophy (Honours) in Marketing and International Business
  - a) Institution Name: University of Auckland (AACSB, EFMD-EQUIS and AMBA), NZ
  - b) Graduation Date: 1993
- 3) Degree Title: PhD Doctor of Philosophy in Marketing
  - a) Institution Name: University of Auckland (AACSB, EFMD-EQUIS and AMBA), NZ
  - b) Graduation Date: 2000

#### **F. KEY SKILLS AND QUALIFICATIONS:**

Leadership, Innovation, Marketing Strategy, AI, Brand Design, Customer Engagement, Operational Excellence, Digital Service Design, People and Performance, Stakeholder Engagement, Financial Management, R&D, Change Management, Strategy, Insight/Research.

#### **G. AWARDS:**

- 1) Nominated for Lecturer of the Year at Massey University in 2018.
- 2) Fellow of Chartered Institute of Marketing (United Kingdom) (<http://www.cim.co.uk>).
- 3) Todd Foundation Award for Excellence (1997 – 2000) (<http://www.toddfoundation.org.nz/>).

#### **H. REFEREES:**

- 1) Michelle Noordermeer, Previously CEO/COO/Board Member, CARBON CLICK, Author, michellenoordermeer@hotmail.com, +642743043611.
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