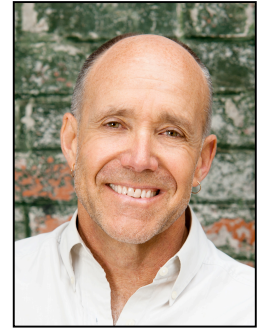


Curriculum Vitae

Mark W Squires



SUMMARY

- **Experienced Leader and Manager** – high-achiever, exceptional people skills, culture nurturer, led high-performing teams of 40 staff in client-focused, service and not-for-profit organisations
- **Digital Marketer** - website design and development, social media integration and content management
- **Personal Development Facilitator** – worked with business leaders, senior executives, politicians, young adults, teenagers, unemployed and indigenous populations. Nine years with the Outward Bound organisation
- **Highly-skilled Event Producer** – twenty-five years experience across Britain, Europe, Asia Pacific, Australia and New Zealand on large scale, big budget events
- **Outdoor Instructor and Leader** – worked in Australia, New Zealand and Hong Kong
- **International Outdoor Safety & Risk Management Consultant** – worked in Australia, New Zealand, Hong Kong, Taiwan, Malaysia and Singapore
- **Personal Development Coach** - life skills, personal choices, future directions

CAREER HISTORY

QORF (Queensland Outdoor Recreation Federation)

Industry & Partnerships Manager

July 2009 – present

Responsible for

- Marketing management including designing commercial membership packages, monthly newsletters, events, publicity including television coverage and digital marketing
- Design development and ongoing maintenance of all QORF websites, including qorf.org.au; visioningtheoutdoors.com and activeoutdoorsexpo.com.au
- Overseeing major website redevelopment of qorf.org.au - functionality, design, technical requirements and content management
- Liaising with web developers and hosting providers to ensure redevelopment projects maintained momentum and targets met
- Core systems development including improving processes and professionalism of organisation so it is now viewed by the State Govt as providing solid industry support

Active New Zealand

Senior Guide

October 2008 – April 2009

Led adult international tourist groups on 2 week active holidays (hiking, cycling & kayaking).

Outward Bound Hong Kong

Director

June 2006 – February 2008

Significantly improved staff morale and trust in the management team by providing an open approach to communication, listening well and treating all staff with respect and honesty

- Responsible for the day-to-day running of school – approximately 40 instructional and logistics staff (Chinese and European) and delivery of programmes for students aged 8 – adult
- Oversaw initial design and development of 4 new sailing vessels and the setting up of team and personal development programs in mainland China
- Fostered the development of local Chinese staff to take on more senior roles

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Outward Bound New Zealand

Deputy Director

March 2001 – April 2006

Led a team of 50 staff during a difficult time in the organisation's history, by providing strong leadership and personal support with integrity and professionalism

- A key member of the management team that led Outward Bound New Zealand to win the Unlimited magazine "*Best Places to Work in New Zealand*" award by focussing on the fundamental elements of the organisation and its work – people, values, core objectives and design principles
- Responsible for:
 - Day-to-day running of school – up to 154 students on three-week programmes, 26 different programme types, 28 instructional staff
 - Corporate programmes including design and delivery – developed new programme in conjunction with South Island Maori tribe, Ngai Tahu, focussing on cultural awareness and personal development

Custom Design Manager

June 2000 – March 2001

Improved a corporate leadership programme, Navigator, to become one of the flagship products in the Outward Bound New Zealand line

- Responsible for client briefs, programme design and course delivery

Freelance Consultant (Australia and New Zealand)

April 96 – January 99

- *Event Management Producer* – Wavelength (Telecom NZ), Connections (IBM ANZ)
- *Outdoor Education Facilitator* – Outdoor Education Group (Australia), Peak Achievements (Australia), Castle Hill Outdoor Centre (NZ) and others

Sir Edmund Hillary Outdoor Pursuits Centre (New Zealand)

Operations Manager

February 97 - October 97

Key role in the management team responsible for bookings, programming (staff, equipment and vehicles), programme design and all facilities

Connections Event Management Pty Ltd (Australia)

Director

March 1987 – March 1996

Owner/director of corporate event production business specialising in theatrical staged conferences, exhibitions and product launches

- Responsibilities included all production staging and technical services, production design, set and exhibition stand design, onsite production and staff management, tour management, show calling and client liaison
- Major clients included IBM, Lever Rexona, Compaq and Dell Computers, Adobe Systems, MLC, The Commonwealth Bank and McDonalds. Worked throughout Australia, New Zealand and Asia Pacific.

Audience Motivation (Sydney)

Production Manager for large event management company

June 1985 – March 1987

PROFESSIONAL DEVELOPMENT

2012	Cert IV in Training & Assessment	Southbank Institute of Technolog
2010	Cert IV Business	The Coaching Institute
2010	Cert IV in Life Coaching	The Coaching Institute
2007	Certificate on Introductory Accounting	The Open Polytechnic, NZ
2005	Media Skills	Maggie Barry
2004	Safety Reviewer Certification	Outward Bound International
2001	Team Management Training	Margerison McAnn
2000	Facilitation Workshop	Dr Simon Priest

ASSOCIATED SKILLS

- Client Briefing, Consultation, Proposals and Budgeting
- Staff and supplier performance review and coaching
- Digital Marketing, web development and content management
- Office / Adobe design / main Social Media platforms
- Risk Management
- Public Speaking and Presentations
- Venue Selection and Coordination
- Facilitation and Instruction
- Personal and Group Development Course Design, Sequencing and Programming
- A broad range of outdoor skills and qualifications

PROFESSIONAL RECOMMENDATIONS

"I have consistently found Mark to be loyal, diligent, patient, reliable, trustworthy and innovative. In all my dealings with Mark he has proven himself to be industrious and thoughtful, able and willing to take on responsibilities and autonomously deliver outcomes. Mark is also a problem solver, consistently finding solutions to challenges in the workplace, and independently upskilling his own capacities to ensure he can provide the very best of service."

Donna Little, Former CEO, Queensland Outdoor Recreation Federation
+61 411 252 744 | donna@waytobe.com.au

"Mark and I jointly founded Connections Event Management and quickly attracted high-level clients for whom we produced regular events with budgets ranging between \$10K and \$1m. Without exception, our clients and suppliers held Mark in high esteem as someone who treated others fairly and with respect but also as someone who had high-expectations and the commitment to produce the best work possible. Mark has undertaken the production of massive events and always does so with the same level of attention to detail, making each show the best it can possibly be. He would be an asset to any organisation as much for his people skills as his production precision."

Amanda Hampson, Former Co-Director, Connections Event Management
+ 61 2 9918 3364 | amanda@amandahampson.com

"Mark showed exceptional people and organisational skills with a strong ability to relate to, and understand, the needs of all of our clients, from youth through to corporate. Mark has a unique ability to be able to quickly come to grips with the needs of the client, to design programmes that meet their requirements and to ensure that the outcomes exceed their expectations. Colleagues describe him as compassionate, loyal, having the highest level of integrity, but always able to have fun. For my part I have always found Mark available and willing to go that extra mile for the client, willing to consider new approaches and always looking at issues with an open mind. As a member of the Management team he is one who I could totally rely on to protect and promote the brand, values and philosophy of Outward Bound."

Trevor Taylor, CEO, Outward Bound New Zealand
+64 4 472 3440 | ttaylor@outwardbound.co.nz

"Mark is an extraordinary combination of strong technical skills in outdoor activities, superb human relations skills that allow him to lead, inspire and manage others with ease and style. He has a natural authority that comes from years and breadth of experience, intellectual curiosity and sensitivity to all kinds of employees. Whatever Mark decided to do I would feel sure it would be done to the highest standard."

Ian Wade, former Executive Director, Outward Bound International
ianwade@adventuresafety.org