

# SIMON FARRELL

## Head of Sales and Business Development

Highly motivated successful customer centric sales leader with comprehensive experience in driving sustainable financial growth through the implementation of strategies focused on mutual financial gain and customer satisfaction

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### KEY ACHIEVEMENTS

- 2017 -2019 Year on year highest new member recruitment for all MBA's MPA's and CFMEU with sales to the value of \$12M+
- Recognised for outstanding sales results and rewarded with trips to Paris, New York & Johannesburg 2008,2009,2010. Sensis
- Won a global customer service award with Hotels Combined for outstanding customer experience rating

### PROFESSIONAL SKILLS



### WORK EXPERIENCE

Feb 2020 – current

#### Optisol Aus

Australia

##### Director

- Responsible for the development of new client base
- Responsible for developing ongoing mutual partnerships

Feb 2016 – Nov 2019

#### Master Builder Association of the ACT

Australia

##### Sales Manager Membership, Training & Advertising

- Successfully recruited new members of more than 150/yr at \$12M+ in revenue an increase of 300% compared to long term average.
- Consistently created new sales records for all 7 print media products.

April 2013– Feb 2016

#### Beerwah Hideaway

Australia

##### Owner / Director

- Achieved Global recognition following a pursuit of outstanding performance and customer experience.
- Championed business growth through achieving a client satisfaction rating of 95% for a full financial year

### EDUCATION

June 2007

#### University of Queensland

##### Medicines Australia

1997 - 1999

#### Western Sydney Institute of TAFE

##### Diploma of Management & Leadership

1997

#### Western Sydney Institute of TAFE

##### Certificate IV in Team Leadership

