

Kerry Adams

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With over 25 years of experience in Sales, Customer Service, Marketing, and Business Development, I have consistently achieved measurable results, increasing efficiencies, streamlining processes, increasing profits, training hundreds of precision rifle shooters, and saving a multi-million-dollar contract in just three months.

Skills

Leadership	Managing the individual through to managers and reporting back and supporting those who lead me.
Communications & Sales	Customer service and support, product presentations, training and sales. From one and one to group presentations. Comfortable dealing with stakeholders through to retail customers.
Systems & Procedures	Designing, documenting, implementing, reporting and improving systems ranging from inwards goods and product assembly through the health & safety, logistics and IT backbones.
Software Solutions	Windows & Office- Outlook, Word, Excel, Adobe Suite, many management and business related systems offline and online.
ERP Solutions	Including Sales, Job Costing, Production and RMA Modules – I oversaw the integration of remote sites into a centralised, live system across the company. I have used many over the years.

When I am not working...

Proud father of two girls, train Jiu Jitsu three or four times per week (depending on the body) and spend most of my time driving split between listening to podcasts and audio books on psychology, philosophy, business and physical and mental health. Currently reading 21 Lessons for the 21st Century by Yuval Noah Harari and also trying to catch up with a pile of books around the house.

Current Work

Marine Deals

Service Department Manager

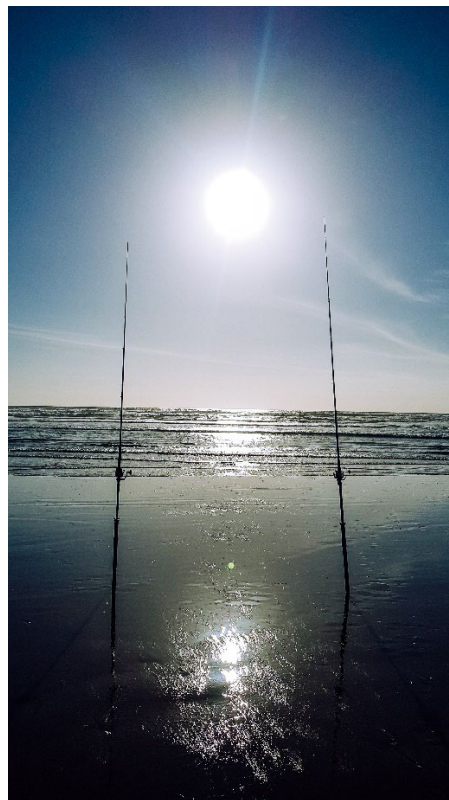
June 2022 – Current

I was brought in to sort out a department that needed a lot of help. With a rapidly growing business, the service department had slipped behind in both operation efficiency and process and policy development.

A critical part of the company's customer experience, it was acknowledged that the department needed a complete overhaul and turnaround, and I was tasked with the project.

Since my involvement, there has been a total turnaround – with all key metrics now being tracked and improved upon.

- Physical sorting, tidying and organisation of the office
- Process development, documentation, and training
- Forward facing, with a heavy focus on customer service and experience
- Cost tracking, reconciliation and reduction (no reporting existing prior)
- Training of staff with the intent of them taking over management duties



The Bloke Ltd

Business Owner

2002 – Present – 20yrs

I have run my own company for a long time. This has been an umbrella company for a variety of projects and income streams – the majority focused in the outdoors and firearms industry (though I was also the first Beard Oil manufacturer in New Zealand).

- Adult education, training, testing
 - Firearms Licensing – theory and practical testing, contracting to the MSC, conducting on behalf of the NZ Police
 - Hunter and firearms education and training courses
- Content creation
 - Research and writing, Filming and Photography
 - Editing – Adobe Premiere Pro, Photoshop, Lightroom, Illustrator
 - New Zealand’s first dedicated Firearms Website, Podcast and more.
- Product assessment and review
 - Product development and Usage feedback
 - Online and physical promotion - Brand Ambassador – ‘influencer’
- Social media management
 - Facebook & Instagram – multiple pages with 20k+ follows
 - Automation of posting, monitoring and management.
- Web Development & IT
 - WordPress, WooCommerce and related plugins
 - Basic HTML and CSS coding
 - DNS Records, SKIM, DKIM, DMARC setup
- GunSafe - Health & Safety Consultancy
 - Specialising on firearms handling and storage
 - Created the Firearms Policy and Process for the Auckland Airport
 - Representative on the Police run ‘Range Manual Advisory Board’
- Gear Locker – eCommerce Site
 - Importing and retailing of specialist reloading and precision rifle products
 - Order forecasting, pricing, customs clearance, stock management
 - Marketing, sales and after sales service
 - Creation of the business plan and marketing plans identifying market trends with detailed budgeting, economics and customer insights to secure finance for initial stock.
- Precision Shooter
 - Shooting Competitions (wider Auckland Area)
 - Firearms Setup and Training – initial setup and troubleshooting
 - Precision Hunter and Rifle courses (groups and one on one)
 - Formation of business plans for range developments and setup

Work History

Mountain Safety Council / NZ Police

Firearms Safety Trainer / Assessor

July 2018 – December 2022

Auckland, New Zealand

I was one of the national trainers that forms part of the New Zealand Police's firearms licensing process. This takes the form of a course once a month on the weekend. At one point, I had done nearly the same amount of course as the entire of the instructors in the South Island combined.

This course contained a written test I needed to facilitate as well as several hours of hands-on training and assessment with a diverse group of people.

This allowed me to continue to develop my training and presentation skills.

Treescape

Operations Manager

May-August 2021

Auckland, New Zealand

After a period of focus on personal and business projects (paternity leave and contract work) I took up a role overseeing the day-to-day operations of a team of field workers based in the ecology industry.

The Ecology Division within Treescape focused on the management of Pest Plants and Animals and holds a large council contract. I was responsible for that contract.

This required me to apply my existing skills quickly to a new and challenging role – engaged in a department that required significant and timely advances and improvements in planning and execution of a large, demanding contract. This was a case of quickly deciphering what needed to be done and implementing it.

Over a very short period there was a noticeable improvement in planning and communication from management to team individual levels with new processes put in place and new methodologies implemented. The primary contract was gotten back on track.

Unfortunately, in the short period of time I was there, senior management was replaced, the company was sold and the environment became one I uncomfortable working in. I am more than happy to discuss the short employment in person.

Allproof Industries

8yrs 11 months

Operations Manager

Jul 2012 – Oct 2017 – 5yrs 4 months

Auckland, New Zealand

This role covered a wide range of duties and setting up many company-wide processes and operational tasks. While with the company it grew from 15 to 50 staff, and from one office to three with multiple ancillary facilities.

- Creation and maintenance of the company operations manual
 - Document and Maintain company procedures, creating systems and forms for all operational tasks. Manufacturing, assembly, production, dispatch, logistics and sales.
 - Monitor and refine the procedures, finding ways to increase productivity and accountability.
 - Setup and documented inwards goods system – including international container processing, distribution to required departments and reconciliation
 - Established credit and warranty return records and management, liaison with reps, resupply as need and tracked numbers and complaints
 - Created dispatch picking check system and monitored miss-picks and errors in the dispatch department
 - Created ‘time to ship’ system than monitored backorders and updated frontline staff with expected delivery dates
 - Created and ran stock take process over six buildings and two countries
 - Management, reconciliation and reporting for company Accountant and Owners of stock holdings, raw materials through to finished products
 - Developed and implemented ‘works order process’ system for manufacturing departments (Stainless Steel, Assembly, Injection Molding) and reporting system for management
 - Created QA systems for multiple departments – work check, signoff and release of completed and near completed products
 - Developed interbranch transfer system and implemented between assembly department and Christchurch warehouse
 - Established satellite branch systems and procedures
 - Developed HR policies, from timekeeping through to dispute management
- Stock management and warehouse organization
 - Established bin holdings for stock tracking and management
 - Setup racking and inventory storage systems for bulk and raw materials products including cyclic stock of key items
 - Worked with storeman to ensure high levels of tidiness and organization
- Company IP management and recording
 - Setup online system to keep company designs, drawings and IP
 - Setup work sheets for manufacturing and finishing processes

- Set up a company-wide Quality Assurance Program to attain Watermark Certificate of Conformity Level 1 and 2 for a variety of Injection Molded Products
 - Implement hourly, daily and weekly checks and reports
 - Hold and coordinated monthly production meetings monitoring and reducing key metrics around material wastage and hours lost due to die changeovers
- Implemented Health and Safety processes and set up the committee – reporting directly back to Company Owner,
 - Risk assessment, mitigation and education
 - Managed incident investigations
 - Liaison with ACC ‘back to work’ programs.
 - Performed new staff and contractor inductions
 - Worked closely with Workplace Safety on ‘closer liaison’ project – worked through several notifications without issue
- Management for the buildings, building warrant of fitness
 - Upkeep, testing of fire systems
 - Water testing for backflow prevention and water towers
 - Contractor paperwork management and reporting
- Provided operational support to the Inventory Controller, Marketing Manager, Production Managers and Team Leaders
- Liaison with external auditors and governmental bodies – Workplace Safety Inspectors, Building Inspectors, Council Bodies
- IT Management – setting up and maintaining company infostructure
 - Managed Fibre install
 - Created inter facility net backbone
 - Implemented new VOIP Phone system
- Aided with human resources – disputes resolution and staff management
- MPI Inspector for the company – setting up and managing Biosecurity issues
 - Setup of systems
 - Organised training and competence of authorised people
 - Annual audit and engagement with MPI
 - Worked successfully through several incidents with MPI
- Product specialist for the Insulation and Acoustic Products for the company
 - Liaison with Operations Manager in regards to BRANZ and Fire Testing
 - Documentation and regulatory requirements for compliance in New Zealand and Australia
 - Training of installers and retailers on products
 - Visiting suppliers overseas and local hosting
 - Liaison with Building and Plumbing suppliers and installers in regards to product training for the Insulation Products

I left Allproof in October 2017 due to a combination of factors – change in geographical location, and desire to spend more time with my two new children and an opportunity to focus on some of my own projects for a while.

Allproof - Marketing, Sales & Design

Jul 2009 – Oct 2012 – 3yrs 1 month

Auckland, New Zealand

Responsible for creating / designing and implementing the marketing for Allproof Industries.

- Marketing material design and distribution
- Website design and coding
- Sales support and training
- Development and distribution of print material
- Design, coding and management of the company website
- Product specialist and support as above for Insulation Products
- Sales and support for Acoustic Products

I gradually changed in my duties from marketing and sales to more operations orientated and trained up my replacement in the Marketing Role before handing it over to him. There was a lot of crossover between the roles during this time.

Allproof - Warehouse Assembly and Dispatch

Dec 2008 – Jul 2009 – 8 months

Auckland, New Zealand

Returning to Auckland from Wellington, I started working at Allproof Industries in the quickly growing Auckland Office.

- Picking and Packing orders
- Assembly of products from components
- Logistics – booking courier companies – preparing manifests, outbound paperwork for both local and international shipments
- Stock management and organization

I was then essentially promoted into a role that combined elements of marketing and specialist sales for some of our new product ranges.

Audio Products Group

Key Accounts Manager

May 2008 – Dec 2008 – 8 months

Wellington, New Zealand

I was responsible for key account support - looking after customer orders, as well as providing support for Denon, TOA, Aiphone, AKG and many more brands.

This was an Australian owned company, and much of my induction and training was done there.

- Key Account Management
- Technical Support
- Brand Specialist
- Inventory control

I left this role as my partner and I decided to move back to Auckland.

Absolute Sound

Installation / Home Automation Specialist, Retail Sales

Dec 2007 – May 2008 – 6 months

Wellington, New Zealand

Having recently decided to move to Wellington with my partner, I applied for this role in what was essentially the Wellington Franchise of Eastern Hifi.

- Home automation design and installation
- High end retail sales
- Customer support and service

I left this role as the parent company was going into liquidation and future employment was uncertain at the time.

Livesound Manufacturing

Sales and Support

Dec 2006 – Dec 2007 – 1 year 1 month

Auckland, New Zealand

I was the sales rep for a range of Pro Audio and DJ equipment - Numark, Alesis, Ultrasone, Quest and more.

- Technical sales and support
- Setup of PA and Pro Audio systems
- Public demonstrations and training

- Design of marketing material
- Website design and management
- Worked weekends in a related retail store

I left when my partner and I decided to move to Wellington.

Syntec International

Dispatch, Warehouse and Product Servicing

Apr 2004 – Dec 2006 – 2 years 9 months

Auckland, New Zealand

Running the warehousing and logistics operations as well as the servicing and support of several brands of headphones, microphones and pro audio equipment

- Warehousing, dispatch and inventory control
- Devanning containers, stock reconciliation
- Stocktake and stock management
- Servicing of electronic components
- Logistics to customers and international logistics for service repairs
- Service reports and customer support
- Product specialist and sales

I was then approached by Livesound with a role.

Musicworks

Retail Sales, National Support Officer

Dec 2001 – Apr 2004 – 2 years 5 months

Auckland, New Zealand

I was approached to help setup what became the countries largest Pro Audio and DJ store. Quickly also becoming responsible for customer support nationwide for a range of software products the company distributed.

- Retailing setup and management
- Technical product sales and support
- Retailer training and support of the Steinberg suite of software
- Tradeshows, seminar and customer training
- Setup of recording and mastering studios from private to professional

The new sales manager at Syntec then approached me with a new role.

Avalon Pacific Audio

1 year 6 months

National Sales Manager

Apr 2001 – Dec 2001 – 9 months

Auckland, New Zealand

I was responsible for the sales and marketing of Denon Professional products, as well as the custom install products of the Kef and Polk Audio Ranges

- Key Account management
- Technical sales, training and support
- Developed and distributed a new reporting system for management

Warehouse Manager

Jul 2000 – Jul 2001 – 1 year

Auckland, New Zealand

I was responsible for managing and maintaining a premium audio products warehouse.

- Warehouse management
- Order picking and dispatch
- Container devanning and order reconciliation
- Local logistics and liaison with freight companies
- Deliveries to customers
- Retail sales support on weekends

Plumbing World

5 years

Key Account Manager

1999 – Jul 2000 – 1 year

Auckland, New Zealand

I was responsible for setting up and running the internal sales office – focusing on key accounts and contract work. While I was there, I trained up a second.

- Key Account management
- Contract pricing and management of supply

- Process documentation and training
- Direct report of one.

Purchasing Officer

1997 – 1999 – 2 years

Auckland, New Zealand

I took on the role of purchasing offer, responsible for implementing the new central distribution facility system within the branch.

- Inventory control and purchasing
- Stock forecasting
- Stock take (cyclic) management and reporting

I then trained up my replacement and moved on.

Inwards Goods

1996 – 1997 – 1 year

Auckland, New Zealand

I took over the role of Inwards Good, setting up the new systems, documenting them, then training my replacement.

- Inwards goods
- Stock management and reconciliation
- Inwards logistics
- Process documentation
- Staff training

I trained up my replacement and moved on.

Trade Sales

1995 – 1996 – 1 year

Auckland, New Zealand

My first real job once out of school, I quickly established the ability to pick up new roles, refine their procedures, then document and train up new staff, moving on to the next department that needed help.

- Trade sales and support
- Order picking and dispatch
- Logistics management with couriers and internal drivers

I trained up my replacement and moved on.

References available on request