

James Alderton

Director & Principal Consultant
Bamboo Bridge Pty Ltd



Summary

- Experienced corporate trainer specialising in leadership development and communication skills
- Practical knowledge and insight gained from 20 years in senior executive positions leading high performing teams in sales, marketing, and business operations
- Proven track record in getting results, turning vision into reality and the supervision of exceptional teams

Areas of Specialisation

- **Leadership Development**, including leading and developing people, teamwork, driving strategic results, and managing virtual teams
- **Communication Skills**, including business writing for professionals, public speaking, presentation skills, and inter-cultural negotiation and communication skills
- **Consultative Sales Training**
- **Problem Solving and Decision-Making**
- **Time Management and Wellbeing**

Relevant Work Experience

2014 to present: Facilitated more than 300 workshops in leadership and professional development. Created training courses in leadership, managing virtual teams, consultative sales, inter-cultural communication skills, diversity and inclusion, and time management and well-being for clients in Australia and the Asia-Pacific region.

2016 to present: Academic tutor at Queensland University of Technology (QUT) supporting students enrolled in university award level courses. Subjects covered include entrepreneurship and innovation, and marketing, advertising and PR.

1990-2010: Held senior executive positions at Fortune 500 companies while based in Hong Kong and Shanghai including Asia Pacific marketing director at Tektronix, Asia Pacific vice president of marketing & business planning at Electronic Data Systems, Greater China director of marketing at Oracle, and Asia/China director of computer systems group at NCR.

Qualifications and Professional Recognition

- Graduate Certificate in Leadership, Deakin University, Australia
- Deakin Professional Practice credentials in Leading and Developing People, Communication, Teamwork, Driving Strategic Results
- Bachelor's Degree in Social Studies from University of East Anglia, UK
- Member of Business Strategy Program, Columbia University Graduate School of Business, USA
- Reach Quotient (RQ Psychometrics, RQ 360, RQ Culture) Trainer Certification
- Margerison-McCann TMS accreditation program (Team Management Profile, Linking Skills Profile, Types of Work Profile, Strategic Team Development Profile, Team Performance Profile), Australia
- KnowledgeWorkx Inter-Cultural Intelligence© accreditation program, UAE
- Work-Life Balance and the Impact of Remote Working, Certificate of Achievement, Coventry University, UK

Achievements

- As marketing director for Tektronix, I relocated regional headquarters to Shanghai and re-focused the company on key customers and growth markets. Working closely with sales leaders and channel partners, led the introduction of major new products as well as implemented innovative marketing systems and programs.
- As vice president for marketing & portfolio management at IT outsourcing company EDS, I collaborated with sales and product line leaders to rebuild the company's services portfolio. The timely introduction of innovative new service offerings in 2000 enabled the company to increase contract signings by 50% in the Asia Pacific region.
- As marketing & alliance director for US software giant Oracle, I worked closely with sales leaders and business partners to focus Oracle's salesforce on key accounts while leveraging resellers and systems integrators to cover a broader market. With the new sales channels in place, Oracle exceeded its financial targets in the Greater China region that year and achieved the best overall performance of any region.
- As director for NCR's Computer Systems Group in Asia, I formed cross-functional teams from sales, professional services and OEM partners to pursue and win multimillion-dollar orders in Korea, Taiwan and Malaysia. The successful implementation of these projects led to referrals and repeat orders that enabled the business unit to triple revenues in just 3 years.