



BEN DUNN

/ +61 420 591794 / ben@benjdunn.com / www.benjdunn.com

An entrepreneurial growth professional with deep functional expertise in brand marketing, product and strategy for new tech businesses combined with extensive financial services experience, recently adding Artificial Intelligence to my passion for innovation

Apr 20 – Current
MAVEN, AUSTRALIA

maven

Co-Founder & CEO

Founding member of Maven, a ‘bootstrapped’ online marketplace formed to reduce the friction in international trade

achievements

- + Validated the proposition through a Facebook ad campaign where I created a range of ads and landing pages, published them for a number of different audiences, analysed the campaign data and adjusted the audience and messaging accordingly
- + Designed and built the Maven Minimum Viable Product using a ‘no code’ app, Bubble, avoiding the need for an expensive dev team to build the proposition. See the product here: **www.maven-app.com**
- + Currently rolling out Maven to prospects from the public and private sector across Australia, UK and US, carrying out initial offline projects ‘that don’t scale’ to properly test the proposition and the product, and raise capital from the projects’ revenue

Oct 17 – Mar 20
DAISEE, AUSTRALIA

daisee

Lead for Strategy, Marketing, Product and Sales

Founding member of the Executive Team, leading and delivering strategy, sales, marketing and product for an award-winning AI software scale up in Australia and the US

achievements

- + Validated the market needs for Daisee’s first product, Lisa, working with Data Science and Engineering to define and build the MVP and then the deployable product itself
- + Defined and built the Daisee brand, instrumental in winning Westpac’s Fintech Innovation prize and other awards, most recently included in KPMG/H2 Ventures Global Fintech 100
- + Deployed the lead generation strategy, infrastructure and process to create predictable, repeatable revenue which so far has



delivered more than ~400 prospects and ~50 qualified leads on a shoestring budget

- + Executed the go-to-market strategy, delivering six reference customers and just over \$1m Annual Recurring Revenue in the product's first year
- + Left Daisee just before the first COVID lockdown, to start my own business

Sep 2016 - Sep 2017

BRAND CONSULTING, AUSTRALIA



Tasked with conducting a grass roots review of a marketing strategy which had delivered new customers in the double figures for a six figure investment. Once the review was presented to the Board we changed the team, re-defined the brand & the strategy and re-worked the tactical plan



Lead a team tasked with identifying and delivering the People Strategy (culture, skills and capabilities) implications of NAB's brand where their people provided the brand's 'reasons to believe'

Defined and delivered NAB's first Learning Strategy providing clear and deliberate structure to investments and successfully convincing the Board to double the Learning and Development budget to \$30m

Jul 2014 - Sep 2016

ANZ, AUSTRALIA



Executive Director, Divisional Strategy, International & Institutional Banking

Responsible for identifying and translating key customer trends into actionable strategic plans and workable structures for ANZ Global Markets

achievements

- + Wrote the Global Markets' 3 year vision & business strategy, successfully gaining buy-in and approval from ANZ's board and communicating the strategy across the business
- + Worked with external consultants and individual business lines to identify the right organizational design to execute the strategy and re-structured the businesses, reducing costs by \$22m
- + Identified a \$50m customer opportunity created by FX monolines. Formulated the product, structure and go-to-market strategy required to respond



Nov 2010 - Jan 2013

INSIGHT CONSULTING – MALAYSIA

Marketing & Innovation Partner

Led brand-driven innovation projects for consumer businesses across Asia



Worked with AirAsia's innovation team to launch their BIG pre-paid VISA frequent flyer card, from customer insight to product proposition, brand positioning and a pan-Asian digital marketing strategy achieving a 12% market share in the first year



Defined and re-launched the national youth brand for Tune Mobile in Malaysia, overhauling their advertising and product portfolio to enable them to triple their market share in 12 months



Built and led an innovation team to deliver a digital, multi-channel news product based on social media APIs aimed at the youth segment for a national Malaysian newspaper publishing group, and a social commerce product to double the revenue and re-capture their #1 market position in national classified ads

Feb 2009 - Oct 2010

FRIENDSTER, PHILIPPINES



VP Global Brand Experience & Country Manager

Hired by the VC board to prepare the social network for sale, leading the global marketing function and a member of Friendster's Management Board

achievements

- + Re-launched the Friendster brand working with the technical teams to re-design the site's proposition and user experience based on customer research, to deliver a 30% uplift in user traffic
- + Launched Pinoy Friendster Day, a free concert that attracted an audience of more than 7,000 and made 100% profit through client sponsorship, a model which was rolled out across the region
- + Successfully sold Friendster for US\$40m to a Malaysian buyer, MOL Group, who specified the brand as a major reason for the purchase



- + Moved to Malaysia to support MOL's acquisition of Friendster, defining its new proposition and brand and centralizing resources within Malaysia and the Philippines from California

May 07 - Jul 08
WPP GROUP, UK

WPP

Brand Director, Added Value (now Kantar)

Sourced & led brand and innovation consultancy projects for blue chip clients

achievements



- + Defined and built brand propositions, positioning and the customer experience for Vodafone's consumer businesses in Romania, Ireland and Qatar
- + Led the pitch and won a three year contract worth £2m to implement Vodafone's global Customer Delight System



- + Led an innovation project for E.On, an energy company, using insights from consumer research to create more than a thousand ideas which were then tested with consumers for launch over the next three years

Sep 94 - Apr 07
HSBC GROUP



International Manager

Member of the HSBC Group's elite International Management cadre, trained to lead teams and businesses across the Group's geographic and commercial footprint. Expected to move country and function according to the needs of the Group over the individual. During this time I completed the following roles:

Nov 05 - Apr 07
HSBC GROUP, UK

first direct

Marketing Director, first direct

Management Board member responsible for a team of 60 marketing and technical product professionals with a budget of £26m to deliver first direct's brand to 1.3 million retail customers through phone and digital channels only

achievements



- + Achieved a record 18% growth in revenue as a result of new product launches and a transformation in the marketing approach from direct mail to digital advertising
- + Launched the industry's first fee-based current account into the UK market, raising average customer profitability by 12% with minimal attrition and record product sales during the period
- + Reviewed and re-designed the structure of Product Management and Customer Marketing teams, a re-positioning of the brand and a review of media planning to better define and execute the brand online

Oct 04 - Nov 05
HSBC GROUP, UK



Senior Manager, Group Strategic Development

Executed the Group CEO's agenda developing major strategic and brand initiatives, implementing new business streams and strategic alliances

achievements

- + Developed new commercial opportunities in areas such as online savings (HSBC Direct USA), mobile financial services, microfinance (as a part of HSBC's Corporate Social Responsibility strategy) and increasing marketing effectiveness of the Group's brand communications budget
- + Defined and developed the Group's guidelines for mergers and acquisition activity to promote best practice transfer and compliance with national and corporate governance
- + Led the Group's £50bn global operating plan process, setting targets and analyzing business plans on behalf of the Group CEO

Feb 2002 - Sep 2004
HSBC GROUP, UK



Manager HR Change Management

Directed major change projects across the group including acquisitions, new people initiatives, talent management and restructures working with local and global teams on a consultancy basis

achievements

- + Led a communication plan for the integration of the group's Mexican acquisition in 2003, later published as an MBA case study by London Business School
- + Proposed a review and reform of the International Manager Scheme, assessing 200 executives in 30 countries, introducing major changes to their reward structure, assessment and career



planning. The review was signed off by HSBC's main board including a \$12m increase in cost

- + Delivered the UK bank's first ever resourcing plan, taking macro trends, commercial pressures and business strategy into account to define the businesses people and skills needs for the next five years
- + Worked with businesses to define and build the Group's first Talent Strategy

Jul 2000 - Jan 2002
HSBC, HONG KONG



Manager Personal e-Business

Hand-picked as a member of HSBC's first investment into Internet business, tasked with defining and applying a web-based business model to HSBC's operations in Hong Kong and Asia Pacific

achievements

- + Launched the group's most profitable retail banking website, integrating global systems projects and alliances to maximise revenue
- + Launched the first internet-based Initial Public Offering for the MTR (Hong Kong Underground)
- + Led the planning & implementation of HSBC's global retail aggregator website (now the HSBC Premier online offering) despite different IT systems, regulations and priorities
- + Launched an alliance with Yahoo for a payment engine in Hong Kong, rolled out across Asia Pacific

EARLY CAREER – GRADUATE TRAINING PROGRAMME



Aug 1998 - Jun 2000
HSBC Europe

Corporate Relationship Manager, Manufacturing Industries

Jan 1997 - Jul 1998
HSBC Asia Pacific

Assistant Manager Brand Development, Asia Pacific Trade Finance

Jan 1996 - Dec 1996
HSBC Hong Kong

Assistant Division Manager, Textiles Division, Trade Finance Operations

Dec 1994 - Dec 1995
HSBC Sri Lanka

Remittances Manager



EDUCATION QUALIFICATIONS AND DEVELOPMENT

2019 - onwards

Online courses: Facebook advertising, Google SEO, Google Ads, Google Analytics, Google Tag Manager, UI/UX Design, Design Thinking, Product Management, Data Visualisation, No Code Product Development (Bubble), Metrics for Product Managers, Raising Startup Capital, Everyday Parenting, Science of Wellbeing

2018

Certificate in Brand Management, Melbourne Business School

2017

Mini MBA Marketing

2001

Accelerated Development Programme, London Business School

1990-1994

St.Andrews University, Scotland – 2:1 MA (Hons) Management

PERSONAL

Interests: Spinning (Zwift: Ben Dunn), extensive reading (Goodreads: benjdunn), podcasting & parenting two small children

Right to work: I hold a Permanent Residency Visa (186) meaning I have the right to work in Australia, and I am a UK citizen. I have successfully applied for Australian citizenship.

Social accounts



www.facebook.com/benjdunn



www.linkedin.com/in/benjdunn



@benjdunn



@benjdunn