



Alan Rigoni



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Across my region I provide hands on, proactive local leadership, creating a high performance and high engagement culture across my region.

I also represent my communities in Optus forums, and Optus in my communities. Being based in my geographical region, I'm required to have strong local relationships, and be an active and visible member of the community, engaging with our customers, partners and the wider community.

My primary objective is to be among the top people in my chosen field and set new standards instead of just following them. I aim to develop, coach, use best practice and use my media and senior management background to create first brand consideration for Optus. From day one my primary focus was to create a winning culture. By firstly positioning people in the roles to which they are best suited, based on their likes, interests, attributes and skill sets. Secondly make tough decisions when they need to be made and thirdly hold the team accountable to my territory plan and expectations.



EMPLOYMENT HISTORY

MERCHANDISER Coca-Cola Amatil Tullamarine, VIC
TERRITORY MANAGER

Rep for the CBD area, all Coles/Woolworths and Coles Express. Responsible for achieving all targets and sales objectives within the twenty-one corporate stores I looked after.

Merchandising of stores within planogram.

ACCOUNT MANAGER

KRock & BayFM: Geelong, Victoria

Maintained existing client list, whilst cold calling & establishing new clients. Worked closely with our creative department to come up with new and innovative ways to make their commercials get cut through.

MANAGER OF BALLARAT & MELBOURNE DIRECT

Southern Cross Austereo, Victoria

Lead, inspire, train & develop sales staff. Total revenue management & the responsibility that comes with it. Budget setting, forecasting & implementation of strategies to achieve budgets. HR & WH&S for all my staff. Multi million-dollar tier 1 & 2 agency presentations/pitches.

2003-2004

Coca-Cola

Harvey Norman

2004-2007

ZIC/ FLOOR MANAGER

Harvey Norman Warrn Ponds, Victoria

Manage sales staff. Stock ordering, floor merchandising, sales/customer service and service calls. Handling customer complaints, end of day till balancing and reporting.

2007-2008

K

WIN

2008-2012

ADVERTISING EXECUTIVE

WIN NBN TV: Docklands, Victoria

Maintained existing client list, whilst cold calling & establishing new clients. Create media schedules based on my clients target demographic. Serviced Tier 1 & 2 agencies, presenting high value campaigns and tactics to their teams.

2012-2019

SCA

OPTUS

2019-PRESENT

General Manager of Western Victoria

Optus, Western Victoria

As a General Manager, I'm accountable for the achievement of Optus customer growth and revenue market share gains in their assigned geographic region. Delivering best practices, either directly or through my team across the following disciplines:

- Multi-channel sales performance
- Brand awareness and consideration
- Local area demand generation
- Customer events and promotions
- PR, corporate affairs and media relations
- Community Engagement and Advocacy
- Financial management and budgeting
- Partner/re-seller management
- Internal stake holder collaboration

REFERENCES



Rick Lenarcic

Former Head of Regional
Southern Cross Austereo
Ph: 0419 283 104

Rod Winner

Former Executive GM VIC/TAS
Southern Cross Austereo
Ph: 0418 493 152