



Peter Baartz

**Bachelor of Science, Diploma of Education,
Certificate in Marketing**

Career Summary

Peter Baartz is a strategic thinker with a broad range of management and consulting skills. His experience covers both operational line management and management consulting with particular emphasis on business strategy, innovation management, business process improvement, people development and TPA governance.

Prior to co-founding Tethys Consulting, Peter spent a number of years in senior management roles with a variety of organisations. He initially began his business career in sales and marketing, before progressing into commercial management.

Peter's strengths lie in his ability to use his commercial expertise to help his clients achieve their business drivers. His skills and experience allow him to build successful relationships with his clients to help them take the necessary business risks that foster success with the support of his in-depth understanding of prevailing circumstances and the operating environment.

Key Skills

As a principal with Tethys Consulting, Peter's specialist skills include a mix of commercial and management consulting skills. His experience gained with both Tethys Consulting and with previous companies has given him in-depth expertise in the following fields:

1. Management Consulting

The management consulting methodologies used by Tethys Consulting for their client base of mid-sized Australian companies have largely been developed in-house, using the experience and skills of the principals. These consulting methodologies are strengthened and made more effective by the company's commitment to innovative emerging technologies. Examples include: Zing Technologies and Grouputer, Australian-developed group collaborative technologies that are used in Tethys Consulting assignments to deliver better results sooner.

2. Business Process Improvement

Peter has managed and facilitated a wide variety of business process improvement programmes for a number of clients both with Tethys Consulting and with previous companies. Examples include:

- Improving and standardising business processes for a major Australian wine making company. This led into a software evaluation project to deliver the technology required to support the new processes.
- Increasing business profits through various initiatives/projects including refining business processes, improving customer engagement, cost reduction programs and business development focus.

Peter uses the Bizkit™ approach to Business Process Improvement. This pragmatic, inclusive approach has resulted in immediate benefits for the client, as well as the establishment of longer term change programmes where appropriate.



3. People Development

A key feature of Peter's management style is his commitment to competency based people development. In each of his management roles - and indeed within Tethys Consulting - he has developed and instituted a professional development programme for staff.

In his line management roles, staff were provided with career opportunities and then supported with a high degree of 'on the job' mentoring, supported by external training. He attributes much of his career success to being able to engage staff in plans and actions that resulted in achievement of both corporate and individual business objectives. Examples include:

- Instigating key staff development programs in a number of organisations. These programs have been competency based and have provided a basis for people to develop accreditation for their current roles as well as those to which they aspire.
- Developing a supervisor skills development program for an Australian manufacturing organisation.

4. Governance

In today's commercial environment, governance is a critical capability. Peter opportunistically identified an opportunity for Tethys Consulting in this area and has established a strong business around Trade Practices Act compliance. This brings together the competencies of the business - particularly in the area of process design and business process improvement. Examples include:

- Undertaking compliance audits.
- Advising on business process and practices improvements to ensure that organisations comply with the Act.
- Delivering behavioural compliance training programs, complementing the essential process changes.



Employment History

Tethys Consulting, Principal

2000 - to date

Peter founded Tethys Consulting in 2000. His aim was to develop a business consultancy that could offer clients innovative management, facilitation and governance solutions. Peter delivers these solutions into various business critical areas including:

- Strategy Development
- Business Process Improvement
- Staff Development Programmes

Using his broad commercial and management consultancy experience Peter works within all kinds of business and government sectors and with all sizes of organisation.

AgrEvo Australia Pty Ltd, Commercial Director

1992-1999

AgrEvo, a subsidiary of Hoechst, operated in the agricultural chemical industry with annual sales turnover of around \$150 million. As Commercial Director, Peter was primarily responsible for:

- Setting and achieving the annual sales budget
- Creating promotional/trading strategies
- Negotiating agreements with national distributors and repositioning the company within distribution networks.
- Working on the Management Committee to plan medium/long-term strategic direction.

Peter achieved sales and profit growth significantly in excess of the industry average. As a result AgrEvo regained market leadership in the cotton market, reduced operational costs and established sustainable competitive advantage.

Cotton Grower Services, Director

1994-1999

During his time with AgrEvo, Peter was also appointed as a Director of CGS – a distribution company owned in partnership by Hoechst and Novartis. His responsibility here was to work with the General Manager to improve the strategic direction of the company.

As a result CGS saw turnover increase from \$40 million in 1994 to over \$100 million in 1998.

Terumo, General Manager (Sales & Marketing)

1991

Peter joined Terumo – a specialist manufacturer and distributor of high-technology, disposable and capital hospital equipment in 1991. The company was suffering from dwindling profits as a result of a range of poor business decisions that had been made in the 1980s as well as from increased costs and market competition.

Peter's brief was to turn the company around and he implemented a range of initiatives across all business areas. Whilst successful, these initiatives were held back from achieving their true potential as the internal structure of the organisation operated production and sales as separate businesses. Unable to use his skills to maximise success under these conditions, Peter chose to move on.



Abbott Australia PTY Ltd, Marketing & Sales Director 1978-1990

Peter initially joined Abbott – a company operating in most Health Care sectors including pharmaceuticals, hospital products and consumer goods – as a Sales Representative. He then moved up the company's career structure, taking on a variety of sales and marketing roles in various divisions. Sponsored by Abbott as part of their structured development programme, Peter undertook post-graduate study at the University of NSW, resulting in his appointment as Marketing & Sales Director where he reported directly to the Managing Director. His primary responsibility in this role was to:

- Achieve annual sales and profits plans for all Abbott products in both Australia and New Zealand.

Peters' success was such that he achieved:

- Sales growth rates far in excess of the industry average
- Reduction in expense to sales ratio
- Implementation of a job enhancement programme that reduced staff turnover, increased morale and provided structured career opportunities for all employees.

During his time in this role, Peter also served on the Marketing and Ethics committee of the Australian Pharmaceutical Manufacturers Association.

Non-commercial Experience

1970-1977

After graduation, Peter worked as a maths and science teacher at various secondary schools in New Guinea before his appointment as Department Head for Maths and Science at Malaguna Technical College in Rabaul. In this role, he was responsible for curriculum development, financial control and departmental administration. He supervised and coordinated the teaching activities of other staff and was additionally responsible for the school's sports program.

In 1977, Peter took a career break to travel through the UK and Europe – funding his travels with various casual jobs. Upon his return home, Peter decided to use his skills in a commercial environment.