

# Geoff Mulham

## MISSION

"To help everyone I meet to be the best they can be, to build **trust**, and inspire them to fulfill their personal and professional aspirations."

## PROFESSIONAL 'SKILL SET'

- Proven track record of success in multiple C.E.O. & General Management roles in Domestic/International companies.
- Inspirational Team Leader, Mentor, & Relationship Manager.
- Champion of strategic planning and pro-active developer of sales growth programs and tools.
- "Start-up" experience (Europe, Australia).
- Entrepreneur with proven track record of building a multi-million-dollar business.
- Global Experience (USA, U.K, Europe, Australia, Asia-Pacific).
- Motivational public speaker/trainer. Highly experienced oral and written communicator, and stickler for accuracy.
- Broad Sales and Marketing experience across many business sectors.
- 20+ years in Senior Executive Director Sales roles.
- Published author ("Time Balancement" 2015).



## CAREER EXPERIENCE

**CEO** Oct 2022 – Present

**Direct Selling Australia – Sydney**

- Direct Selling Australia is the national trade association and voice of Australia's direct selling industry.
- The CEO reports to the Board of Directors and is responsible for advocating on behalf of and promoting the Member companies.

**OWNER AND DIRECTOR** Mar 2022 – Present

**geoffmulham.com – Sydney**

- Freelance mentor & business coach.

**REGIONAL GENERAL MANAGER (V.P.) – ANZ** Jul 2019 – Mar 2022

**USANA Health Sciences – Sydney**

- Returned ANZ business to profitability through org. restructure and cost rationalisation.
- Re-established trust between Corporate and Field Leaders.
- Driving annual sales of USD \$65,000,000.
- Managing and motivating 75 staff & 17,000 Associates.
- Created and implemented new Associate sponsoring program "Results Plus", which increased Associate sponsoring by 42% YOY.
- Conceived and implemented new Skin Care Sales Training program which increased category sales by 22% YOY.
- Achieved sales budget in Covid year.
- Created 'Transformation' initiative to drive New Market growth in Sales and Enrolments.



## CONTACT

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## COURSES

- Professional Speaking and Presenting (2015)
- Professional Diploma in Digital Marketing (2018)
- Crucial Conversations (2020)

## AUTHOR

Authored and published book on Time Management/Work Life Balance "Time Balancement" (2015).



## CAREER EXPERIENCE (cont'd)

### EXECUTIVE DIRECTOR - TRAINING USANA Health Sciences – Sydney

Jun 2018 – Jul 2019

- Implemented Global Sales Training Strategy.
- Operated across 25 countries working with local teams to provide sales training programs to field Associates and leaders.
- Created Global “Getting Started” Training Program for New Associates.
- Created ‘Chinese Integration Program’ including time spent in Beijing.

### INTERIM REGIONAL GENERAL MANAGER USANA Health Sciences – Europe

Feb 2018 – May 2018

- Four months based in Paris as interim RGM to manage new market launches in Germany, Italy, Romania, and Spain.

### EXECUTIVE DIRECTOR - TRAINING USANA Health Sciences – Sydney

Aug 2017 – Feb 2018

- Designed Global Sales Training Strategy.

### GENERAL MANAGER Mannatech – Australia, New Zealand, and Singapore

May 2016 – Aug 2017

- Initiated and implemented an aggressive restructure program, dramatically changing the strategic landscape (both internally and in the field), profitability, and growth across the region.

### SALES DIRECTOR Mannatech – Australasia

Apr 2015 – May 2016

### PARTNER/BOARD MEMBER Veritas – Sydney

Jan 2008 – April 2015

- Veritas Event Management and Signal Media merged in 2007 to form Veritas. As a partner and board member, played a multi-layered role including sales and new business development, creative direction, production, financial management, marketing, hands on account management (CEO level), and event implementation. (Geoff sold his interest in Veritas in 2015 to return to the Direct Sales Industry).

### MANAGING DIRECTOR Signal Media – Sydney

PRE 2008

- Start-up created and managed solely by Geoff Mulham. Hands on production company providing audio-visual services within the corporate event market.
- Provided photography, video production, staging, event planning and delivery strategies.
- Designed and implemented events all over the world for multi-national corporations.

### MANAGING DIRECTOR Corporate Theatre – Sydney

PRE 2008

- Event Production services company co-created by Geoff Mulham.

### SALES AND MARKETING MANAGER Nutrimetics International

PRE 2008

- Working with the owners (Bill and Imelda Roche) to initiate and implement a ‘refresh’ of the business after a period of decreased profit and static sales. Nutrimetics experienced the greatest sales and profit growth in its history (consistent 15-20% sales growth Y.O.Y.) through Geoff’s tenure.
- Developed strong relations with field leaders across Australia and worked closely to build sales growth through a unique field/H.Q. partnership.
- Left Nutrimetics to fulfill desire to create own business.

### AMWAY CORPORATION USA, Australia, U.K.

PRE 2008

- Various Sales and Marketing Positions over 5 years working in 3 different countries.

## INTERESTS

- Family
- Friendship
- Health and Nutrition
- Writing
- Cooking
- Filmmaking
- Photography
- Travel



## SPORTS

- Tennis
- Walking
- Surfing
- Swimming
- Cross-training

