

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”.

OBJECTIVE

“To contribute to your organization’s profitable growth by utilising considerable experience combined with exceptional management, organizational and communication skills”.

PROFESSIONAL ‘SKILL SET’

- Proven track record of success in multiple C.E.O. & General Management roles.
- Inspirational Team Leader & Mentor.
- Champion of strategic planning, and collaboration for buy-in.
- “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 and trainer.
- Broad Sales and Marketing experience across many business ‘sectors’.
- 20 years in Senior Executive Direct Sales roles. Amway Corporation - USA, UK, Australia. Nutrimetics (Division of Tupperware) - Australia. Mannatech - Australasia. USANA – Australia, New Zealand, Europe.
- Active member of Direct Selling Association (invited to join Board in 2019), and T.G.A. in Australia.
- Published author (“Time Balancement” 2015).



CAREER EXPERIENCE

March 2022 – Present
General Manager
geoffmulham.com - Australia

- Mentor & Business Coach/Photographer/Videographer



CONTACT



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COURSES

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

MENTOR/COACH

Invited to join USANA’s Global staff mentoring program, and subsequently mentored seven team members from five USANA countries – (2018 - 2022).

CAREER EXPERIENCE

July 2019 – March 2022

REGIONAL GENERAL MANAGER (V.P.)

Australia & New Zealand

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.

June 2018 – July 2019

EXECUTIVE DIRECTOR

Global Sales Training

USANA Health Sciences – Sydney

- Created & 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.

Feb 2018 – May 2018

INTERIM REGIONAL GENERAL MANAGER

USANA Health Sciences – Europe

- 4 months based in Paris as interim RGM to manage new market launches in Germany, Italy, Romania, and Spain.
- Markets have subsequently been growing at 10% p.a.

Aug 2017 – Feb 2018

EXECUTIVE DIRECTOR

Global Sales Training

USANA Health Sciences – Sydney

- Researched and designed Global Sales Training Strategy.



AUTHOR

Wrote and published book on Time Management/Work

Life Balance “Time Balancement” (2015).



PERSONAL

Married to Melinda Mulham.

Daughters, Neisha (28), and Danielle (30).



INTERESTS

- Peak health
- Physical/ Mental performance
- Nutrition
- Writing
- Cooking
- Filmmaking
- Photography
- Travel
- Friendship
- Family

CAREER EXPERIENCE

May 2016 – Aug 2017

GENERAL MANAGER

Mannatech - Australia, New Zealand, and Singapore

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

Apr 2015 – May 2016

SALES DIRECTOR

Mannatech – Australasia

Partner/Board Member

Veritas – Sydney

Veritas Event Management and Signal Media merged in 2007 to form Veritas. Today Veritas is one of the largest corporate event management companies in Australia employing 35 staff. 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

- 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 major corporations.

SALES AND MARKETING MANAGER

Nutrimetics International

- 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.

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

SPORTS

- Tennis
- Running/Walking
- Surfing
- Swimming
- Cross-training

