Curriculum Vitae

### Specialist Expertise

Strategic Planning | Market Intelligence | Issues Management | Marketing Management | Lateral Thinking | Public Speaking | Written Communication

Disciplines

Corporate Branding | Personal Branding | Behaviour Management | Strategic Marketing | Strategic Communication | Culture Management | Investor Relations

Industries

Professional Services | Property |Construction | Wholesale | Retail| Financial Services | E-Commerce | Government | Manufacturing | Engineering |Engineering

### Education

UNIVERSITY OF WESTERN AUSTRALIA | Bachelor of Arts with Honours (Psychology)

UNIVERSITY OF WESTERN AUSTRALIA | Post Graduate Diploma in Education

UNIVERSITY OF WESTERN AUSTRALIA | MBA (Not completed)

### Employment

Current

D.JOHN CARLSON ADVISORY | PrincipalProviding strategic advice in marketing, branding and communication, to a wide cross section of individuals and organisations in a range of industries in the private, public, government and not for profit sectors.

Previous

LINC INTEGRATED | Group Managing Director (2003 – 2013)
Leading a team of 40 – 60 marketing and communication specialists in Perth and Melbourne, following the rebranding of AdlinkJLS. Providing strategic advice in marketing ( both online and offline), as well as branding and communication services to a wide range of state based and national clients, including government, non-government, public, private and not for profit.

ADLINK/JLS | Managing Director (2000-2003)
Leading a team of 30 – 40 marketing and communication specialists brought together following the successful merger of Adlink and JLS Communication to become the largest fully integrated marketing and communication consultancy in Western Australia. Providing strategic advice in marketing (both online and offline), branding and communication, to a wide range of state based and national clients including government, non-government, public, private and not for profit.

JLS MARKETING & COMMUNICATION | Managing Director (1989 – 2000) Leading a team of 12-15 marketing, branding and communication specialists, in Perth’s first truly integrated marketing and communication company. Providing strategic advice in marketing and communication (both online and offline), to a wide range of state based and national clients including government, non-government, public and private.

THE MARKETING CENTRE | Director (1980 – 1988)
One of three founding Directors of what was then Perth’s largest market research and strategic planning consultancy providing qualitative and quantitative research services as well as strategic advice and planning in marketing, branding and communication to a wide range of state based and national clients, including, government, non-government, private and public

UNIVERSITY OF WA | Research Psychologist (1980)
Involved in epidemiological and social research addressing a range of *community and psychiatric conditions, and providing advice to academics* and clinicians along with co-publishing a number of academic papers.

MENTAL HEALTH SERVICES | Research Psychologist (1979)

involved in epidemiological and social research addressing a range of community and psychiatric issues and conditions, providing advice to academics and clinicians; and co-publishing a number of academic papers.

### Memberships

Current

AUSTRALIAN INSTITUTE OF COMPANY DIRECTORS | Fellow

AUSTRALIAN MARKETING INSTITUTE | Fellow

UNIVERSITY OF WESTERN AUSTRALIAN CLUB | Member

WA Club |Member

Previous

ROSTRUM CLUB 42 | Member

ROTARY CLUB OF PERTH | Member

AUSTRALIAN INSTITUTE OF MANAGEMENT | Member

### Directorships

Current

CALICO | Chairman
Overseeing the development of an international health/ media start up, Working with a board made up of specialists in health, retailing and online communication, Taking direct responsibility for business planning, marketing strategy, media relations and capital rising. An international launch is pending.

Picasso Capital Management | Deputy Chairman

Responsible for identifying opportunities, securing funding, marketing and communication for digital media and e-commerce businesses owned and managed by the group

LINC CAPITAL | Chairman
Responsible for overseeing the identification and development of investment opportunities taking direct responsibility for business planning and marketing strategy, as well as capital raising and media relation activities.

KATIMER | Chairman
Overseeing management of assets including business interests and real estate

PARADIGM HOLDINGS | Chairman
Overseeing management of assets including business interests and real estate

Previous

FORMIDABLE | Chairman (2000 – 2013)
Overseeing the development of Linc Integrated and its 40 – 60 staff together with a board of specialists in marketing, branding, communication and finance Responsible for business planning, marketing strategy, media relations and business development and human resources.

STUDENT EDGE | Chairman (2007 – 2011)
Founding Chairman, overseeing the first 4 years of the now highly successful student services online business with more than 500,000 members, directly responsible for overseeing marketing strategy, media relations and driving innovation.

LANDCORP | Director (2002 - 2009)
Working with a highly experienced board of 12 to oversee the development and performance of Western Australia’s largest commercial, industrial and residential developer. A member of the Audit Governance and Remuneration committees I also provided marketing advice.

LIONHEART INSURANCE | Director (1994-2002)
Working with a Board of 6 (for a period as Deputy Chairman) to establish and develop a national motor vehicle insurance and investment business, growing through innovation and aggressive marketing.

UNIVERSITY BUILDING SOCIETY | Director (1992-2002)
Working with a Board of 8 (for a period as Deputy Chairman) to expand a terminating building society, initially offering Keystart loans, and then developing to offer a range of lending products.

GHC HOLDINGS | Chairman (1983-2002)
Working with a Board of 3 to establish a marketing and communication resources business, providing short term and medium term human resources to a range of clients. Overseeing investments in a range of sectors including educational coaching at the secondary and tertiary levels

PROFESSIONAL TUTORING SERVICES | Chairman (1984-1999)
Working with a board of three and a small management team, to provide primary, secondary and tertiary education tuition across Western Australia.

METROPOLITAN PASSENGER TRANSPORT TRUST | Director (1995-1997)
Working with a Board of 8 overseeing the growth and effective operation of Perth’ public transport provider and managing the privatization process on behalf of the Minister.

INDRAD SERVICES | Director (1995-1996)
Working with a Board of 12 to oversee the growth and effective operation of this leading provider of services to disadvantaged Western Australians.

TOURISM RESOURCES INTERNATIONAL | Director (1994-1995)
Working with a board of 3 to oversee the growth of this leading tourism development advisory.

EAST PERTH FOOTBALL CLUB | Director (1986-1987)
Working with a Board of 8 to enhance the fortunes and grow the membership of this WAFL club.

THE MARKETING CENTRE | Director (1981-1992)
One of three founding Directors of what was then Western Australia’s largest market research and strategic planning consultancy with direct responsibility for overseeing operations.

### Community

Current

FOODBANK | Board and Marketing Sub-committee

Director (2014 – Present)

COMMUNITY VISION | Board

Director (2016 – present)

EDITH COWAN UNIVERSITY | Marketing Consultative Committee –Chairman (2014 - present)

ATMA CYCLES FOUNDATIONI Advisory Board

Member (2015 – present)

Previous

PERTH THEATRE COMPANY | Director (2013 –2016)

BIG N (nORTHBRIDGE BUSINESS ASSOCIATION)
| Deputy Chair (2013 – 2016)

dAYS OF CHANGE | Chairman (2009 – 2013)

ROTARY DISTRICT 9455 | Communication Director (2012-2013)

PROSTATE CANCER FOUNDATION OF AUSTRALIA | Director (2009 – 2011)

UNITED WAY INTERNATIONAL | Member Board of Trustees (2004 – 2006)

EDITH COWAN UNIVERSITY | Next Generation Coordinator (2011 – 2013 - present)

CELEBRATE WA | Councilor (2004-2006)

UNITED WAY AUSTRALIA | Director (1997 - 2006)

UNITED WAY (WA) | Trustee and Board Member Deputy Chairperson (1996-2005)

ROTARY CLUB OF PERTH | Director of Community Service (1998-1999)

MEERILINGA YOUNG CHILDREN’S FOUNDATION | Vice Chair (1996-1999)

SAVE THE CHILDREN FUND | Committee Member (1995-1998)

### Awards

AMI - Certified Practicing Marketer

Rostrum Club 42 - Speaker of the Year 2006, 2007, 2012

United Way - International Volunteer and Donor of the Year 2002

Rostrum - Finalist - WA Speaker of the Year 1996

Rotary – Paul Harris Fellow

### PUBLISHED

Attempted Suicide and immigration in Perth, Western Australia, 1969-1978; PW Burvill, BK Armstrong, DJ Carlson; Acta Psychiatrica, Scandinavia – 1983

Comparison of Psychiatric Admissions between City and country Residents in western Australia: PW Burvill, J. Reymond, H Stampfer , DJ Carlson: Acta Psychiatrica – 1983

The relationship between distance from inpatients and the rate of psychiatric admissions in Western Australia: H Stampfer, J Reynolds, PW Burvill, DJ Carlson: Acta Psychiatririca Scandinavia – 1984

Treating inpatients with a primary psychiatric diagnosis: PW Burvill, J Reynolds, DJ Carlson; Acta Psychiatrica Scandinavia – 1984

A Study of Sentence-Picture Processing in Normal and Retarded Children: DJ Carlson: Linguistics in the 1980s: 1980

D. John Carlson NETWORK - <http://djohncarlsonnetwork.com/>

D. John Carlson BLOG - <http://www.djohncarlsonesq.com/blogs/>

### SPEAKING

Various Universities – including Curtin and UWA

Various business associations including – Rotary, AMCHAN and WA Club

Various peek bodies including – Association of Superannuation Funds

Various corporates – including Sun Corp

Various Government agencies – including Department of Planning

### GREATER FOOL

I am a Greater Fool.

From the ‘economic’, a Greater Fool has the perfect blend of knowledge, experience, self-delusion and arrogance needed to believe he (or she) can always extract additional value from a share, a business, an individual or a community.

I would argue that a Greater Fool has a responsibility to help individuals, businesses, organisations and communities to realise their potential.

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D. John Carlson
July 2014