



DON ANDERSON
SENIOR CONSULTANT

Bachelor of Science (Pure Mathematics)

PRIOR PROFESSIONAL HISTORY

2015 - now	Non-Executive Director and Chair, Power Club
2014 - 2017	Non-Executive Director, Catalyste
2012 - now	Senior Consultant, Oakley Greenwood
2011-2012	General Manager Customer Service, TRUenergy/EnergyAustralia
2005-2011	Executive General Manager - Shared Services, EnergyAustralia
2004-2005	Executive Manager - Customer Operations, EnergyAustralia
1999-2004	Manager Retail Sales & Operations, EnergyAustralia
1997-1999	Chief General Manager Marketing, AGL
1996-1997	General Manager Retail Energy, AGL
1995-1996	Manager Marketing, AGL
1992-1994	Marketing Director, Sterling Health Australia
1988-1991	Director (and Head of Client Services), Peter Doyle Advertising
1987-1988	International Marketing Manager, Reckitt & Colman (UK)
1984-1987	Group Product Manager, Reckitt & Colman (Samuel Taylor)

OVERVIEW

Don Anderson has worked in the Australian Retail Energy Industry for over 18 years. During this time, he has held senior executive level positions in Sales, Marketing and Customer Operations with AGL, EnergyAustralia and TRUenergy (see summary CV below for details).

In particular, Don has a unique experience of preparing for, and competing in, newly deregulated energy markets. Firstly, at AGL where he became the inaugural General Manager Retail, heading up AGL's first foray into the newly deregulated NSW electricity and gas markets.

Don then joined EnergyAustralia with a specific brief of preparing EnergyAustralia to compete in the newly deregulated gas market, with gas being a totally new product for EnergyAustralia. However, he soon became heavily involved in EnergyAustralia's preparations for mass-market competition in both electricity and gas. This included playing a leading role in the development of a new SAP IT capability that ultimately enabled EnergyAustralia to very successfully compete in energy markets across the NEM for the next decade and beyond. Then as retail electricity and gas completion emerged across the NEM Don gained considerable experience via senior operational roles with EnergyAustralia in both Sales and Customer Operations.

Additionally, as a member of the Senior Executive committee of EnergyAustralia for 6 years (2005 - 2011) Don was directly involved (via formal Executive and Board review) in all major commercial and regulatory decisions taken by EnergyAustralia during this period. At this time EnergyAustralia was a combined Energy Network and Retail Company, so the commercial, contractual and regulatory issues experienced by Don involved all major aspects of both a Network and a Retail business. These included major regulatory pricing submissions for both a Network and Retail business, major infrastructure projects (from Zone Substations to major IT systems (e.g. Asset Management)), major electricity and gas supply contracts and significant business cases for new business ventures.

Don has also accumulated a deep and practical understanding of the regulatory processes and functioning of the retail energy market via his membership of the Retail Market Executive Committee (RMEC) - a high level advisory committee to AEMO with a particular focus on retail market transactions and settlements, and metrology, and the Industry Executive Committee (IEC) - the governing AEMO/Industry body with respect to B2B rules and procedures.

Don was a member of these committees for over 6 years (2005 - 2011) and during this time gained detailed knowledge of the rule and procedure change protocols used by AEMO. This was gained via the oversight of the overall Market Settlement and Transaction System (MSATS), metrology (Chapter 7) and B2B change and development programs, including the industry working groups that supplied the detailed technical expertise required to draft/re-draft rules and procedures. It also included ensuring that proper consultation procedures were followed at all times.

Don also has an extensive working knowledge of AEMO rules and procedures due to his responsibility as Executive General Manager Shared Services at EnergyAustralia (2005 - 2011). This included responsibility for all metering, meter reading, meter data management, customer transfer and registrations, customer billing and collections. EnergyAustralia at that time participated extensively in the National Electricity Market (NEM) in all jurisdictions and had 1.6 million retail customers.

EDUCATION

- Bachelor of Science (Pure Mathematics)

RELEVANT EXPERIENCE

Organisational Development

Extensive experience in planning, and delivering, effective Organisational and Leadership Development, including Executive coaching and mentoring.

Corporate Governance & Directorships

- Non-Executive Director of Power Club - an energy retailer
- Advisory Director of Catalyste - a boutique consulting firm
- Director of the Energy and Water Ombudsman Scheme NSW - 2009 to 2011.
- Director of the Gas Market Company of NSW (2002 to 2005).
- Member of the Senior Executive team at EnergyAustralia for 6 years.
- Chair of the Business Continuity Committee at EnergyAustralia for 3 years

General Management

- Executive General Manager Shared Services for EnergyAustralia (\$140million pa operating budget/1150 people). Responsibilities included Call Centre, Metering, Data Operations, Billing and IT Operations.
- Inaugural General Manager Retail Energy at AGL (\$550million pa sales/300 people). Developed all initial business plans and processes - all year one financial targets were met or exceeded.

Business Planning and Strategy Development

At EA, AGL and Sterling Health, drove profitable growth through strategic new business plans that involved significant changes of direction.

Operations / Customer Service

Extensive responsibility at TRUenergy, EA and AGL that covered all areas of customer service; call centre and back-office operations including customer contract management, billing, collection and IT Operations, including outsourced and off-shore functions.

IT & T and Project

- Significant experience in defining and implementing major new computer systems at EA and AGL.
- In particular at EA this included a lead role in defining and implementing system requirements for sales and operations in the newly deregulated energy market. This involved conversion of all EA operations to an entirely new ERP platform (SAP).

Sales Management

- At both EA and AGL - restructured the key account/business sales teams and introduced disciplined, profit based key account management, sales planning and selling skills development.
- At both EA and AGL - significant experience with mass-market sales channels, including telesales, direct mail and partnership approaches.

Marketing

Substantial achievements involving marketing planning, database development, segmentation, brand development, new product development, direct marketing, promotion and sponsorship.

Change Management and Business Transformation

As EGM Shared Services at EA, I initiated a major cultural change program across the Shared Services Division (1150 people) that focussed on leadership development, role and goal clarity, structural alignment and performance management. This program delivered productivity improvements (as measured by the overall reduction of total cost per customer in real terms) of more than 20% over 5 years.