

Karen Aroney

CURRENT Founder of ExecFuel and PureVitality Nutrition Concepts Pte Ltd.
Australian Citizen Relocating from Singapore to Australia March 2016
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EDUCATION Graduate Diploma, Human Nutrition, Deakin University, Victoria, 2014
Diploma, Human Resource Business Management, Sydney Institute of Technology, Sydney, 2004
Bachelor of Psychology, Macquarie University, Sydney, 2001

SKILLS SUMMARY

An accredited nutritionist, specializing in nutrition and better health for children, adults, time-poor professionals, and organizations. I use client-centric approach to enabling groups and individuals to overcome health barriers and set their own achievable health goals that they can maintain through better nutrition. I am also the founder of ExecFuel- the 6-week online program that empowers busy executives to feel energized, by achieving and maintaining a healthy lifestyle.

A business development expert with extensive business development, strategy, commercial, operations, product, marketing, financial and contract negotiations skills. Driven on delivering business growth, instilling commercial discipline and structure as well as fostering individual and team performance.

In detail:

- Empowering individuals to achieve their 'Nutrition and Wellness Needs' by assisting to develop the practice of healthy nutrition for individuals, families and corporate.
- Strong sales and business development skills.
- Experience in both the Corporate and Entrepreneurial sectors.
- Established effective Nutrition & Wellness Programs, encompassing diet, exercise, stress management and health with partners and clients.
- Delivered engaging Nutrition-related Presentations, lectures and workshops with MNC companies, start-ups and schools.
- Client focused, energetic, positive and performance focused.
- Proven capability to create and maintain client network.
- Adaptable to change and open to dynamic environments.
- Strong communication and interpersonal skills.
- Proven Sales, Business Development and Account Management experience with Enterprise and B2B customers.
- Extensive Sales Management experience of growing and managing sales pipelines, delivering YOY growth and exceeding sales quotas.
- Effective cost and operational leadership with delivering commercial and financial results.
- Extensive local, regional and global executive relationship network.
- Exceptional contract negotiation skills, including the development, signing and implementation of international and local partnership, service, distribution, and marketing agreements.
- Managed and prepared business cases, budgets and P&Ls throughout career.

- Development and execution of commercial, marketing and product distribution strategies.
- Management of multiple stakeholders and divisions across organizations to achieve results.
- Focuses on people to ensure team drives business to successful results
- Career history:



CAREER HISTORY

Sept 2015 – current
Position

ExecFuel online Nutrition and Fitness program
Founder and CEO

ExecFuel is the only online nutrition program designed specifically for busy executives, that empowers busy executives to feel energized, by achieving and maintaining a healthy lifestyle in a practical step-by-step program.

My work with executives and busy individuals in the corporate space, specializes in nutrition and wellness for time-poor professionals who may travel excessively, work long hours, and do not have fixed routines. After much research I developed and launched ExecFuel -a flexible and practical nutrition program that could be sustained over the long-term and applicable to every day working life; in the office or on the road. A straight-forward solution that would ultimately help busy executives reach their health goals, amidst day-to-day challenges.

Responsibilities

- Development of the overall business strategy for ExecFuel.
- To build a robust sales pipeline of targeted opportunities.
- Business Development to identify and introduce opportunities across Asia and the globe.
- Build, Qualify and Maintain a robust sales pipeline.
- Develop relevant articles and engaging content for partners, PureVitality Nutrition Concepts Pte Ltd and ExecFuel.
- Work with partners to delivery strong launch campaigns for ExecFuel.

Achievements

- Worked with several high-profile publications to successfully secure marketing partnerships across Asia and the USA.
- Since launching ExecFuel in Jan 2016, signed up numerous users to the program.
- Built an extremely comprehensive program founded from my experience and knowledge in human nutrition, and sports nutrition.
- Solely recruited team to support ExecFuel development and launch; consisting of business administration, content writers, and design team.
- Negotiated and Secured successful campaign launches with various publications and media.

Feb 2014 – current
Position

PureVitality Nutrition Concepts Pte Ltd
Company Founder, Director, Lead Nutritionist

PureVitality Nutrition Concepts is a nutrition consultancy providing tailored nutrition advice and awareness to executives, families, and corporations, through nutritional consultations, coaching programs, lectures and presentations, aimed to maximize health and wellbeing. The three pillars we focus on at PureVitality Nutrition Concepts Pte Ltd is child and family nutrition, sports nutrition, and nutrition for executives. The outcome is to effectively empower individuals to develop healthy eating habits, that support their goals in all areas of health and fitness.

As the director I was responsible for Business Development, P/L, sales pipeline, recruitment and management of three contractors that work for the company.

Responsibilities:

As Company Owner

- Develop the overall budget, sales and operations plan, and manage the P&L
- Ongoing Business Development and Account Management

- Negotiate, sign and manage partnerships and collaborations across Singapore
- Solely recruited team to support ExecFuel development and launch; consisting of business administration, content writers, and design team.

As lead Nutritionist

- One to one client consultations to develop and sustain ultimate wellbeing through better nutrition practices.
- Organisational presentations, workshops and lectures
- Secure partnerships with professionals from the nutrition, fitness and medical health industries such as GP's, occupational therapists, psychologists, and personal trainers, to ensure individuals and families reach desired fitness and health goals.
- Engage specialized practitioners and administration to work for PVNC.
- New Business development allowed PVNC to engage with partners, where we offer our workshops, consultations and products.
- Building all elements of the company, from the structure, payroll, wellness initiatives and programs, to business development and securing partnership contracts.
- Engaged in contracts for both private and public companies such as Academy of Sports & Exercise Sciences, Standard Chartered Bank, Canadian High Commission.

Achievements

- Negotiated, signed and managed numerous customer relationships across Singapore.
- Led sales and operations negotiations in successfully collaborating with several companies across Singapore as exclusive nutrition consultancy.
- Solely recruited team to support ExecFuel development and launch; consisting of business administration, content writers, and design team.
- Successfully negotiated and secured campaign launches with various publications and media as Singapore's leading nutrition consultancy.

June 2011 – Feb 2014
Position

Career Break
Full time mother of twins

Oct 2010 – May 2011
Position

RP International (Singapore)
Consultant- Handsets, Mobile, and Applications

RP International (RPI) is a global search and strategic recruitment firm, specializing in the provision of C-suite, senior management and technology professionals across multiple sectors, offering three core services of Human Capital Solutions: Executive, Permanent and Contract. The foundations of the business are rooted in the global TMT sector.

As the consultant for Handset, Mobile Content and Applications, I was responsible for establishing and growing the APAC business.

Responsibilities

- Specialist executive-level recruitment responsible for the establishment of the Handset, Mobile Content and Applications sector in Asia Pacific. This included handset vendors, content houses, applications developers, network operators and marketing agencies as well as providing leadership talent in support of the evolution of mobile broadband services.
- Focus on developing and placing high quality candidates in executive and senior positions such as CEO, COO, Vice President, General Management, Sales & Marketing, and Research & Development across Multinational Corporations and Small Medium Enterprises.
- Business Development and engaging strong relationship management.

Achievements

- Successfully negotiated and secured agreed Terms of Business Contracts & NDAs with Sony Ericsson, Apple China, Nokia Asia, and INQ Mobile.
 - Successfully managed the responsibility of establishing and delivering new business and maintaining existing business for RPI.
 - Strong Client and Candidate relationships in the area of handset vendors, mobile applications and mobile content.
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Oct 2009 – Mar 2010

Optus Prepaid Services (Australia)

Position

National Account & Business Development Manager

Optus Prepaid services are a division of Optus, one of the largest Australian telecommunications carriers.

I was responsible for establishing and growing the national business for the Optus prepaid recharge services across the petrol and convenience sector, nationally.

Responsibilities

- National Business Development Management with particular focus on developing and maintaining relationships with key national customer and channels in the Petrol & Convenience Sector.
- Implementing and executing strategies to deliver increased sales and revenue for both internal and external clients and stakeholders.
- Key experience with retail operations: initiating contact, developing relationship with key stakeholders.
- Work with Sales, Marketing, Finance and Logistics for successful end results and to continually bring awareness of the client to these sections of Optus PPS
- Concurrently managed and reported on electronic recharge in areas of: growth, revenue, activity planning and execution to increase revenue.
- Ongoing Business Development and Account Management
- Business Development and engaging strong relationship management.

Achievements

- Negotiated, signed and managed numerous customer relationships across Australia
 - Successfully managed the responsibility of establishing and delivering new business and maintaining existing business for Optus Prepaid services.
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Mar 2008 – Aug 2009

Sony Ericsson Mobile Communications (Australia)

Position(s)

National Account Manager – 3 Hutchison

National Account Manager – Retail, Accessories, Distribution

Sony Mobile Communications Inc. (formerly Sony Ericsson) is a multinational mobile phone manufacturing company jointly headquartered in Tokyo, Japan, and Lund, Sweden, and is a wholly owned subsidiary of Sony Corporation. It was founded on October 1, 2001 as a joint venture between Sony and the Swedish telecommunications equipment company Ericsson, under the name Sony Ericsson. Sony acquired Ericsson's share in the venture on February 16, 2012.

As the National Account Manager, I was responsible for growing the Australian business.

Responsibilities:

- Developed relationships with key influential planners and decision makers within the channel to introduce and implement new product plans and sales and marketing strategies.
- Implemented strategies with SE Global Customer Unit to assist Hutchison at a local level to secure

Global initiatives to increase ARPU generation, and sales.

- Negotiated products, product customization, pricing and delivery standards, and opportunities with major customer.
- Engaged with Finance, Sales Planning and Logistics both internally and with the customer, to improve existing process in order to bring products to market more efficiently and in a timely manner.
- Set Budget for Categories to meet annual volume and revenue target.
- Implemented sales and marketing campaigns in conjunction with customer to heighten product awareness and increase sell in and sell through. This also included incentives for Retail, Retention Teams, and SMB.
- Developed Sales and marketing strategies, Account Plans and Ranging Plans to ensure product relevance and product lifecycle in line with customer's vision, prior to launch and throughout life time of product.
- Developed and implemented Share by Segment Plans and Gap/Recovery Analysis plans including weekly reporting on current status of Account and potential upsides to effectively manage account
- Supported Marketing Development Managers in Field to ensure product was supported at Store level
- Developed information kits and presentations on new products in line with content and application strategies

Achievements

- Increased SE Market Share to from 10% to 22% in 9 months.
- Executed Major Marketing Campaigns to bring awareness to Market: SE & 3 Prepaid Relaunch and Rihanna & Chris Brown Concert Promotion
- Secured SE's sponsorship of Cricket to support 3 which resulted in securing 70,000 units totaling \$15 Million in revenue.

Mar 2005 – Mar 2008

Position(s)

MOTOROLA Pty Ltd (Australia)

National Account Manager – Optus (support role)

State Account Manager – Retail NSW

Motorola, Inc. was a multinational telecommunications company based in Schaumburg, Illinois, United States. In 2011, the company was divided into two independent public companies, Motorola Mobility and Motorola Solutions. Motorola's wireless telephone handset division was a pioneer in cellular telephones. Also known as the Personal Communication Sector (PCS) prior to 2004, it pioneered the "mobile phone" with DynaTAC, "flip phone" with the MicroTAC as well as the "clam phone" with the StarTAC in the mid-1990s. It had staged a resurgence by the mid-2000s with the RAZR.

As the National Account Manager, I was responsible for growing the Australian business.

Responsibilities:

- Business Development and sales of sales, marketing and promotional programs for sell through across the country.
- Assist with the product lifecycle management and work with Product Management to ensure products are ranged accordingly in Optus and its various channels.
- Work with National Optus Account Manager on Postpaid and Prepaid handset tenders and Pricing.
- Communicate with Optus channels Account Managers, FBE's and MD's on a regular basis for information on sales/incentives/product updates.
- National Account Manager- Strathfield and Virgin Mobile AUS
- Gap, recovery and pricing analysis.
- Account Manager for National Accounts: Harvey Norman, M8 Telecom, Austar, Australia Post, GSM Retail, Leading Edge Telecoms (LET), AAPT, Roadhound Electronics.
- NSW state representative – point of contact for NSW Retail accounts.
- Acquiring new business from warm and cold leads through research and awareness of industry movement and trade shows;

- Ensure sell-through of the Motorola product through roadmaps, advertising, marketing opportunities and training.
- Responsible for running incentive programs on both a national and state level.
- Management of three field representatives.
- Develop new and maintain existing business relationships and respond proactively to sales and industry trends.
- Initiate promotion, launch and marketing of product.

Achievements

- As national account manager for channel partner -achieved number 1 manufacturer position and retained this for 10 consecutive months since obtaining LET as national account.
- Developed and increased Motorola Market Share month on month in Harvey Norman at a national level since obtaining account.

Dec 2003 – Mar 2005 Position	ORIX Australia Corp Ltd (Australia) Key Account Officer
Mar 2003 – Aug 2003 Position	TELUS (Division of Chandleur McLeod) (Australia) Recruitment Consultant
Dec 2002 – Aug 2003 Position	TELUS (Division of Chandleur McLeod) (Australia) Recruitment Consultant
Sept 2001 – Nov 2002 Position	Vodafone (Australia) Retail Store Sales Manager
Sept 1999 – Sept 2001 Position	Telstra (Australia) Retail Store Sales Officer

VOLUNTEER WORK

- 2001 SCHIZOPHRENIA FELLOWSHIP OF NSW
 - 2014-2015 United World College South East Asia, SchoolHouse by the Bay Singapore - Introduction to Nutrition
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Certificates

- Certificate of Nutrition and Wellness Coaching, Human Nutrition, Wellness 2013
- Nutrition for Fertility, Pregnancy and Lactation 2013 Cadence Health, NSW Australia
- Miller Heiman – Strategic Selling; 2008, 2011

Associations and Memberships

- Deakin University Alumni (since 2014)
- Nutrition Society Australia (ANutr) (since 2014)
- Singapore Nutrition and Dietetics Association (Full Nutritionist) (since 2014)
- Nutrition Australia (since 2014)
- Athena Women's network (2015)
- PrimeTime Business and Professional Women's Association (2015)
- International Association of HealthCare Professionals (2016)

References available upon request.