



## **Peter Gordon BAINES**

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### **Business Experience**

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Eight years with Trimble NZ / Datacom, followed by twelve years with Tait Electronics Ltd. Consulting since 2007. Have lived and worked in New Zealand, the Netherlands and Australia. Business experience in Europe, Asia and North America.

#### **Datacom / Trimble**

1987 – 1989 Software developer  
1989 – 1991 European Market Manager, based in the Netherlands  
1991 – 1995 Various R&D management positions, for software and hardware

#### **Tait Electronics**

1995 – 1997 Various R&D management roles (NZ based)  
1997 – 2000 Product management, covering marketing, R&D, manufacturing and sales support for a major product line (NZ based)  
2001 General Manager for Australia, based in Brisbane  
2002 – 2007 Managing Director for Oceania, covering Australia, NZ and Pacific region, based in Brisbane. This included directorships of joint venture and subsidiary companies.

#### **Consult Baines**

2007 - Managing Director  
The business comprises a mix of long term, retained consulting relationships and defined assignment projects. Clients come from a range of industries including telecommunications, construction, security, administration services, manufacturing, distribution and retail, and are usually SMEs. The work performed for clients is varied covering functions such as business planning, business development, marketing strategy formulation, organisation development, restructuring, franchising, design of marketing systems and collateral, acquisitions and divestments.

### **Education**

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**Otago University** BSc (Hons) first class in mathematics, BSc (Hons) first class in physics, PhD in physics

**Christchurch College of Education, Business Studies Programme**  
Marketing Principles, Marketing Research, International Marketing

**Australian Institute of Company Directors**  
Graduate of AICD, Advanced Diploma

**Institute for Independent Business**  
Accredited Associate