

# **Curriculum Vitae**

## **Michael James Sims**

### PERSONAL DETAILS

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**FULL NAME:** SIMS, Michael James

**POSTAL ADDRESS:** PO Box 3037  
WEST HOBART TAS 7000

**TELEPHONE:** 0428 848 997 (mobile)  
[REDACTED]

**EMAIL:** [michael.sims@arbourhealth.com.au](mailto:michael.sims@arbourhealth.com.au)

**INTERESTS:** Road and mountain bike cycling  
Well Spring Anglican Church Warden  
Well Spring Parish Council Secretary

### PROFESSIONAL ASSOCIATIONS

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Australian Association of Practice Managers  
General Practice South  
Tasmanian Leaders Program Alumni

### EDUCATION

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**2007 - 2009**                      **Master of Business Administration**  
University of Tasmania – Distinction Average

**1988 - 1992**                      **Bachelor of Science (Business Administration)**  
Providence College, Providence, Rhode Island, USA

### STRENGTHS

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I work with key stakeholders to create and implement strategies designed to achieve optimal policy outcomes and deliver above average commercial returns which involves:

- **Service operations**—I help organisations ascertain which consumer encounters really drive behaviours such as attrition, advocacy or greater spending, and then direct efforts to improve the appropriate touch points.
- **Technology**—My clean-slate approach to finding solutions has led me to employ various forms of on-line technologies as effective problem-solving tools. By intelligently using applications such as Webinars, Facebook and blogs I harness the collective wisdom to build capacity.
- **Project and change management**—My approach harnesses my sales and marketing background to identify and engage key stake holders. This process positively influences organisational behaviour which delivers the intended results.

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**EMPLOYMENT HISTORY**

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**May 2010**                      **Arbour Healthcare ([www.arbourhelath.com.au](http://www.arbourhelath.com.au))**  
**Hobart**  
Position                      **Principal**

I started this consultancy in healthcare to assist proactive organizations interested in combining business acumen with clinical best practice to deliver sustainable patient outcomes. We create and implement strategies designed to maximize client lifestyle and enhance value. Although I have an interest in strategic business development and managing organisational behavior, over 10 years of experience in the sector has left me with a practical knowledge of small and medium enterprises.

**March 2011 -**                      **Doctors Tasmania**  
**Sept 2011**                      **Hobart**  
Position                      **Practice Executive Officer**

I oversaw the management of a privately owned general practice group on a part-time basis. This involved supporting 30 staff spread across 5 locations providing over 55,000 consultations per year (over 75% billed privately). Under my supervision the poor performing Brighton practice was closed while successfully retaining all staff within the group and successfully restructuring the organisations debt.

**July 2010 -**                      **Tasmanian Aboriginal Centre – Aboriginal Health Service**  
**March 2011**                      **Hobart**  
Position                      **Project Officer - Chronic Disease Management**

In this permanent part-time position I supported the Aboriginal Health Services in implementing chronic disease initiatives within Tasmania. This included designing systems that encourage the appropriate use of the Medicare Benefit Schedule as well as supporting Aboriginal Health Workers to promote take-up of these initiatives within the Aboriginal community.

**July 2010 -**                      **University of Tasmania – Faculty of Business**  
**Hobart**  
Position                      **Casual Teacher**

I currently deliver an under-graduate unit, Business Communications on-line for distance/flexible students. This involves converting face-to-face content into web friendly modules and the facilitation of weekly Webinars in which approximately 20 students participate in discussing key concepts. I am responsible for all marking in the unit and host a blog and Wiki to further support the students. This role has also provided me with an opportunity to assist in several research opportunities.

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#### **EMPLOYMENT HISTORY (continued)**

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**June 2008 -**                      **Independent Practitioner Network**  
**May 2010**                      **Moonah**  
Position                      **Business Manager**

IPN operates medical centres across Australia, facilitating quality general practice for approximately 4 million Australian consultations per year.

As an IPN Business Manager I was responsible for managing the overall operational and financial performance of five medical centres in the greater Hobart area. This involved directing a team of over 85 staff members to provide services to 55 doctors, with an annual turnover of 13 million dollars. A major part of the role was to liaise with our Sydney based Head Office to develop and implement policies supporting Tasmanian activities. I also acted as the primary contact in Tasmania for OH&S, Human Resources, Training and Property Maintenance. As a key point of differentiation, care planning was developed to achieve better patient outcomes and increase financial viability.

**February 2008 -**                      **Independent Practitioner Network**  
**June 2008**                      **Bridgewater**  
Position                      **Practice Manager**

I was responsible for the operation and financial management of Greenpoint Medical Services, a practice of 7 doctors, 3 nurses and 6 receptionists. This included the day-to-day coordination of all centre operations, ensuring staff delivered the highest levels of customer service efficiently and effectively, in accordance with company policy.

**December 2006 -**                      **Full-time MBA study**  
**February 2008**

I was a full-time Master of Business Administration student at the University of Tasmania. I fully funded the study through part-time and casual work in hospitality and logistics with Zum Salamanca, Meadowbank Winery and PD & BP Fishers Pty Ltd. Exceptional time management was necessary to balance the demands of multiple roles.

**August 2001 -**                      **Pfizer Australia**  
**December 2006**                      **New South Wales/Tasmania**  
Position                      **Senior Professional Sales Representative**

Pfizer Australia is the world's largest research-based pharmaceutical company.

As part of a team I was responsible for the promotion of a range of cardiovascular ethical products in accordance with Medicines Australia Code of Conduct to General Practitioners, Specialists, key Pharmacists and relevant allied health care professionals. Other responsibilities included managing territory budgets, maintaining territory data bases, analysing sales statistics to plan efficient and effective territory management, creating and implementing business plans, undertaking country travel according to business needs, mentoring new representatives and facilitating/presenting at sales meetings.

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**EMPLOYMENT HISTORY (continued)**

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<b>April 1998 - July 2001</b>	<b>Kloster Group Pty Ltd Newcastle</b>
	Position <b>New Vehicle Sales &amp; Renewals Consultant</b>

The Kloster Group is made up of nine new vehicle franchises, used vehicles, parts and service. It is the second largest Ford franchise in New South Wales.

In this position I was accountable for the sales of new Ford vehicles to retail, government and business customers to achieve a minimum target of 12 vehicles per month. As the Renewals Consultant, another aspect of my role, I was to convert existing customers already in a trade cycle to purchase a new vehicle from the group, or refinance their existing vehicle with Ford Credit. To regularly achieve individual and group sales targets I was expected to structure finance and servicing packages to meet customer needs. In this fast-paced environment I also oversaw various forms of marketing, such as new vehicle launches, mail outs and product placement.

<b>1992 - 1998</b>	<b>Northeast Office Services Scotch Plains, New Jersey – USA</b>
	Position <b>Operations Manager</b>

Northeast Offices Services is a removal/logistics company operating in New York City, with a turnover of approximately US \$1.25 million dollars a year.

**REFEREES**

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Available upon request