Resume

Michael Vukcevic

August 2011

Michael Vukcevic

55 Solan Drive, Waimauku, Auckland, New Zealand.

Phone numbers:

09 411 8829 (Home)
0274 899136 (Mobile)

Email: michaelv@pharmasols.com

Executive Summary

Michael is a dynamic Chief Executive with a proven track record of success. He has demonstrated exceptional skill at growing and managing professional services businesses while delivering value to stakeholders..

In his first 18 months at Pharmaceutical Solutions, Michael has built a management team, established an office in the US and expanded the footprint in Australia. During this time the business has grown revenue over 50%, and EBIT 35%. A key to this success was the establishment and implementation of a robust business development and marketing strategy. This was built after developing an understanding of the industry and the key drivers of growth.

At Ernst & Young, Michael consistently over achieved new revenue targets, and acquired significant new clients and market share for Ernst & Young. A key aspect to his role was to implement a change in the approach to Business Development by the partners.

Michael brings a deep understanding of financial reporting and the issues that high growth companies need to overcome to become successful and sustainable businesses in the international market.

Michael has led new revenue initiatives, especially involving companies that are expanding operations, in particular those companies engaging with Japan, China, the Middle East, the US and Europe. Michael has also lead Ernst & Young New Zealand's engagement with Chinese and Middle Eastern companies entering the NZ market.

Michael has focussed on the key growth sectors - technology, biotech/pharma and manufacturing. Michael typically engages at Board and "C" suite levels and has demonstrated the ability to develop relationships and to build trust in short periods of time. His client experience is across large public/corporate companies, private companies and Government.

Work History :

February 2010 – Present
Pharmaceutical Solutions Limited
CEO

Pharmaceutical Solutions Limited (PSL) is a privately held Clinical Research Organisation(CRO) headquartered in Auckland, New Zealand. PSL was founded in 2000, and runs and manages Clinical Trials across New Zealand and Australia for Pharmaceutical, Biotech and Medical Device companies. PSL has a number of distinct stakeholders both locally and internationally, which require active management.

Michael has established a management team, and developed the sales and marketing approach in order to achieve revenue and growth targets. PSL's client base includes 5 of the Top 10 Global Pharmaceutical Companies, and local and international Pharmaceutical, Bio-tech and Medical Device companies.

During the first year Michael achieved 60% growth in revenue and a 35% increase in EBIT – the best year in the history of PSL.

Key Achievements –

- Significant Revenue (52% increase) & Profit (35%) growth in the first full year
- Securing a 5 year preferred supplier agreement with a key client
- Winning significant new business for the US and Australia
- Establishment of a management team, and two new service line offerings including Regulatory and Site Management (SMO) services
- Expansion of PSL to include offices in Sydney, Melbourne and Seattle
- Appointed to New Zealand Executive of Transparency International, the global coalition against corruption

April 2005 – February 2010
Ernst & Young NZ/Oceania
Executive Director, Business Development
Strategic & Growth Markets

Ernst & Young is a global professional services firm operating in over 140 countries with revenues exceeding US$20 billion.

Michael's role was to work with the partners & stakeholders of Ernst & Young to deliver on Business Development and Market development objectives. Michael was responsible for setting & executing the business development strategy for the Strategic Growth Markets group of Ernst & Young.

To support the growth strategy Michael has focussed on 3 key market sectors (Biotech/Pharma, Technology, and Manufacturing). Michael's client base reflected

those companies who had growth ambitions often based on some uniq intellectual property or value proposition. In addition Michael had a seni leadership role in the delivery of the firm's major marketing and targeting initiativ the Entrepreneur of the Year programme. This required Michael to lead a cros functional team across New Zealand. Michael has developed strong networks each of his sectors and works with New Zealand's most entrepreneurial companies as well as some of the World largest organisations.

Michael is responsible for profitable delivery of new business with a value of $3m per annum. Michael has over-achieved his revenue target on average 15% every year at Ernst & Young. This has been achieved due to Michael's ability to foster strong & strategic relationships and by developing a deep understanding of the business issues that impact on business growth. In the case of Biotech/Pharma, Michael has been a contributor to the Ernst & Young global Industry report, and an elected member of the NZ Bio Auckland executive. Michael has a strong understanding of the role of Intellectual Property and the critical role this plays for high growth and established companies.

Key Achievements –

- Achieving 85% win rate in competitive bid situations for the 2008/2009 Financial Year
- Winning key clients for Ernst & Young NZ in each of the key target sectors – Biotechnology, Technology and Consumer & Industrial products
- Leading a team of Business Development, Marketing and Communications, and Knowledge/Research professionals to deliver the Ernst & Young Entrepreneur of the Year Awards programme, the flagship Marketing investment for Ernst & Young in NZ
- Co-author of the New Zealand article in Beyond Borders 2008 & 2009(global industry report on the Biotech industry)
- Consistently achieving new business revenue targets year-on-year, $2 million of new business per annum
- Ernst & Young NZ member of the Ernst & Young Oceania China Business Group
- Chairman of the NZ Middle East Business Council
- Member of NZVCA (Venture Capital Association), member of Technology Investment Network
- Elected member of NZ Bio Auckland Executive (industry organisation)
- Associate Awards Director for Entrepreneur of the Year programme 2006,2007 & 2008
- Achieving the highest new client conversion rate (47%) within Ernst & Young global for the Entrepreneur of the Year Programme
- Advisory Board member, The Stellar Trust

January 2003 – April 2005
Fonterra NZ/Fonterra Oceania
Sales Manager – Formulated Blends

Michael joined Fonterra (NZ) to manage the formulated blends business, primarily focussed on the Japanese market (value $US 75 million per annum). He had to quickly come to grips with the complex nature of Fonterra and the dairy industry the blends market, and the 'unique' nature of customers – NZ Sugar, Cadbury, Mitsui, Meiji Dairy and Mitsubishi.

Michael managed a cross-functional team including people from manufacturing, Sales & Optimisation Planning, Global Supply Chain, Customer Service, Marketing, Finance and the two lead ROC's (Regional Operating Company) involved in the business (Fonterra NZ, and Fonterra Japan). The core team consisted of 6 direct reports, and at times included up to 25 additional resources. The result of this was new and profitable business for Fonterra NZ.

Michael was also asked to directly manage Fonterra NZ's major account - NZDF (New Zealand Dairy Foods), owned by Graham Hart's Rank Group. This was a US$100+ million account, and the most complex customer for Fonterra NZ, due in part to the 20 year supply/outsource agreement, and the implications under the Dairy Industry Restructuring Act 2001 (DIRA). Michael led a dedicated account team of 5 people. Performance on this account was regularly reported to the Fonterra board of directors. NZDF were the major player (competing with Fonterra owned Mainland) in the FMCG market.

Key Achievements –

- New business opportunities (US$40M) created, with Kanaka/Yamazaki bakery (Malaysia), Yamazaki Bakery (Thailand) and Mitsubishi (Japan)
- Transforming a dysfunctional group into a high performing t eam that added real value to Fonterra customers and stakeholders
- Successful negotiation with a hostile party and achieving an additional US$1m per month in EBIT for Fonterra NZ
- Managing revenue, expense and manufacturing budgets for the blends business
- NZ based leader of a team which built a business case for a Joint Venture blends plant in Singapore, and successfully negotiated the commercial terms and conditions

2002 (July) – 2002 (December)

- Travelling for 3 months
- Business development consulting to Vodafone and First Mobile on developing the SME market in the Auckland region.

1994 (November) – 2002 (May) Duncan & Ryan Associates

Duncan & Ryan Associates was one of New Zealand's leading providers of IT Recruitment and recruitment consulting services to the local market.

2000 (September) - 2002 (May) Duncan & Ryan Associates
Auckland General Manager/Company Director

- Responsible for establishing & running the Auckland office, hiring & managing a team of six.
- Established the Duncan & Ryan market entry strategy and responsibility for the execution of the strategy.
- Responsible for the full P&L and monthly reporting

1994-2002 (August) Duncan & Ryan Associates (Wellington)
Recruitment Consultant/Team Leader/Company Director (from 2000)

- Managed leading a team of eight IT Recruitment Consultants, two Marketing and Communications people, four Administration staff
- Responsible for full P&L and monthly reporting
- Responsible for a Team Sales Budget and an Individual Sales budget
- Managed key relationships with International partners such as MasTech (USA, Australia & India), and Tata consulting (India).

1992-1994 Pacific International Holdings (Wellington)
Investor Relationship Manager

Education

2007 – The Ernst & Young/Darden Business School (University of Virginia, USA)

The Executive Programme

1989-1992 Victoria University of Wellington, New Zealand

LLB, BA (Major Economics/History)

University Sports Council (1990-1992),NZSU Representative (1991-1992), Weir House Council (1990), Weir House representative - University Council (1990)

1984-1988 Palmerston North Boys High School, New Zealand

1986 School Certificate, 6 subjects
1987 Sixth Form Certificate, Combined Schools Examination
1998 A Bursary

Interests

Family, wife (Kiri) and two sons (Luka - 6 and Noah - 4)
Sport, Food & Wine, Fishing, Travel, and, spending time with family & friends.

Training courses

Various training courses covering:

Leadership, Leading Change, Sales Skills/Relationship management, Targeted Account Selling, Sales Management, Channel Management, Negotiation