

Kirsten Morris



I am a client-focussed sales and marketing professional with a successful career spanning 18 years with a passion for interiors and architecture.

Curriculum Vitae of Kirsten Morris

PROFILE

I am a client-focussed sales and marketing professional with a successful career spanning 18 years specialising in account management, marketing, communications and corporate branding. Having spent the past nine years in Australia I have been fortunate enough to work within the industry of my passion; residential and corporate interiors. My most recent role was setting up a local distribution channel for a European brand entering into the Australian interior design market.

Managing this sector involves relationship management within the interior design sector to obtain product specifications at the design stage into the best commercial workplaces around the country. Previous to this, I spent time with Zenith Interiors, Cosh Living and MOKUM Textiles after eight years in London, Paris and Geneva working within the finance, HR, retail and manufacturing sectors.

AREAS OF EXPERTISE

- Account management; client relationships, sales growth, product presentations, lead generation and conversion
- Interior design; workplace, indoor/outdoor furniture, textiles, drapery
- Sales and promotion; customer acquisition/retention and growth initiatives
- Marketing communications; sales promotion, advertising, DM, online, relationship marketing, PR, events and conferences
- Corporate communications: change management, stakeholder engagement and employee communications
- Brand development, implementation and communication
- Strategic planning and product development
- Managing key projects globally and within Europe

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EMPLOYMENT HISTORY

April 2018 – present **Flinkspace Pty Ltd**

Flinkspace is a shelf company set up to develop the distribution channels for a set of workplace furniture products from Moving Walls Ltd, Switzerland.

My role:

After discovering the products on a previous project, I saw an opportunity to bring the range to Australia. This included initial set up of the business and developing a brand profile to develop marketing campaigns into the key markets developing awareness, raising the brand profile and driving sales. My role was all encompassing including face-to-face meetings, arranging appointments with both potential re-sellers and designers and running the day-to-day operation.

Key achievements and responsibilities:

- Specifications into great multi-national and Australian brands including; ARUP, ANZ Bank, Bureau of Meteorology, Energy Australia and CBUS.
- Set up and contract development for re-sellers in Australia and NZ
- Development and introduction of the brand into the Australian and NZ market via face-to-face appointments with the top 100 design firms in Melbourne, Sydney and Brisbane

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EMPLOYMENT HISTORY

November 2015 – April 2018

Zenith Interiors – National Account Manager

Zenith provides innovative furniture solutions for organisations in Australasia utilising with new ways to engage their employees by creating spaces with products that are functional, appealing and forward thinking.

My role:

Responsible for the national account management of ANZ Bank in Australia and New Zealand. This extremely exciting and satisfying role required the co-development of furniture products for ANZ Retail branches and ANZ corporate workplaces. Over 18 months I managed the relationship between Zenith sales offices and R&D team to develop commercial furniture solutions utilising the Activity Based Working (ABW) or Agile work methodology.

Key achievements and responsibilities:

- Manage the design, development and manufacture of over 60 unique pieces of furniture for ANZ, of which several have now become part of Zenith's standard range
- Manage the design, development, manufacture and install furniture to 47 ANZ branches within Australia – resulting in over \$6m in revenue, with a further 600 branches tabled to roll-out over the next 5-6 years
- Manage the design, development, manufacture and install furniture to the first ANZ pilot workplace in Christchurch – resulting in over \$2m in revenue, with the new 14-floor building at 389 Collins Street Docklands in Melbourne to roll-out in 2018
- Won a three-year tender to supply ANZ Task chairs
- Sighed a three-year contract to supply workplace furniture to ANZ

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EMPLOYMENT HISTORY

January 2015 – November 2015

Cosh Living Key Accounts Manager

Cosh Living was founded in 2008 and specializes in contemporary furniture from leading designer brands both European and Australian. Key markets include high-end residential and the architecture and design community.

My role:

Responsible for developing and managing category A trade clients within both the high-end residential and A&D markets, with a strong focus on building the Cosh Living brand profile while contributing to the development of local and international product brands.

Key achievements and responsibilities:

- Deliver revenue target of \$300k in first six months (result \$304k) – this equated to a 50% growth result based on sales from the same client list over 2013-2014
- Introduced \$180k of revenue from new clients
- Built and developed the A category client list ensuring all clients were seen, added to the company database and communicated with via Cosh Living e-news
- On track for 2015-2016 financial year with 40% of budget already in my pipeline
- Managed the customer sales system of quoting, purchase order and delivery

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EMPLOYMENT HISTORY

March 2012 – December 2014

MOKUM Textiles – Account Manager Commercial

Mokum Textiles has over 30 years experience in textile design, development and distribution and offers a comprehensive collection of quality textiles for upholstered seating, windows and walls.

My role:

Responsible for maximising sales revenue and satisfying growth targets from assigned accounts and new business, with a strong focus on key strategic accounts within the commercial market in Australia and Asia.

Key achievements and responsibilities:

- Deliver growth target of 12.5% - achieved 46% (\$160k increase on same time last year)
- Developed \$200k worth of new business to my pipeline in the last four months
- Develop and build relationships with key accounts; architects – hotels, casinos, high-end residential, multi-residential builds), furniture manufacturers, commercial specifiers (office and retail fitouts) and aged care facilities
- Maintain customer data on CRM

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My role:

Responsible for maximising sales revenue and satisfying growth targets from assigned accounts and new business, with a strong focus on key strategic accounts within the residential market in Victoria.

Key achievements and responsibilities:

- Deliver growth target of 12.5% - achieved 81%
- Developed new national retailer business via a manufacturer client resulting in \$120k of new revenue in 2012-2013
- Deliver target of two new floorstock orders per quarter – achieved in excess of 5
- Manage sampling costs – not to exceed 5% of state sales
- Develop and build relationships with key accounts – interior designers, furniture retailers, drapery retailers/workrooms
- Maintain customer data on CRM

Further employment history available on request

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PROFESSIONAL DEVELOPMENT AND QUALIFICATIONS

2018	Attended Orgatec in Cologne, Germany
2010	Furniture Upholstery – Padgham Upholstery - Melbourne
2009	Teamsite Web Author training – Monash University staff training – Melbourne Introduction to Dreamweaver 8 – Monash University staff training – Melbourne
2005	'Finance for Non-Finance Managers' – Institute of Directors - London
2004	'Maximising Campaign Performance' – Institute of Direct Marketing - London
2003 - 2005	Professional Postgraduate Diploma in Marketing – Chartered Institute of Marketing - London
1997 - 1999	Advanced Certificate & Associate Diploma Business (Marketing) - Melbourne
1992	Victorian Certificate of Education – Sandringham Secondary College - Melbourne

PERSONAL

Contact details: 68 Patterson Street, Bonbeach 3196
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Driving licence: Full driving licence

I have an outgoing, likeable personality, enjoy outdoor activities and possess a good sense of humour. Other interests include travelling, interior design, mid-century architecture, wine tasting, home renovation and dinner parties.

REFERENCES AVAILABLE ON REQUEST