



## Peter Blades Resume

As at February 2005

### Details

**Full Name:** Peter Blades

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**Qualification:** Bachelor of Commerce (majoring in accounting), Victoria University, NZ.

**Memberships;** AICD (Australian Institute of Directors)

IOD (NZ Institute Of Directors)

Wellington Club

Royal Wellington Golf Club.

### SUMMARY OF POSITIONS HELD

#### 1999 to Present - Consultant and Company Director

Peter has been involved in the management of many consulting assignments, both as an individual and as part of his position of being Chairman and Director of the rbz Group, which is a Trans-Tasman business consultancy.

Recent assignments include:

- Strategic Planning advisor, Medibank Private Ltd.
- Acting as a merger and acquisition advisor to the Office of the Chief Information Officer, (part of the Office of the Premier and Cabinet in the Victorian State Government), on a Shared Services ICT project.
- Facilitating the merger of two New Zealand based Council owned Water Companies.
- A strategic review and subsequent facilitation of a strategic planning process for the New Zealand Sports Turf Institute, (was also involved in overseeing components of implementation of the plan).

He has been particularly Involved in the New Zealand Health Sector, where, apart from his term as a Crown Health Board Director, he has; acted as the CEO of Healthcare Otago; overseen a utilization review in the same hospital; on behalf of Good Health Wanganui did a review of the Lake Alice Mental Institution; and prepared a strategic plan for Aetna Health NZ Ltd.

Previous Board / Committee experiences include: 5 years on Good Health Wanganui (1993-98), External Audit Committee Dept., Social Welfare (1993-99), Mentum/Optimization Group (1999-2002), Netways Ltd (1990-1993) Management Board of Telecom NZ Ltd & various subsidiaries (.1988-1993), Vencorp Ltd/Gasmart Ltd/Stratus Networks-Energy21 in 1996/98.

#### 1998 to 1999 - Chief Executive Kensington Swan Legal (NZ)

This was a Law firm with 40 Partners in two offices, Auckland and Wellington. It was the 4th largest Legal firm in New Zealand with fees in the NZ\$13 million range.

**1996 to 1998 - Establishment Chief Executive for Stratus Networks/Energy21 (Victoria)**

Peter was responsible for preparing these two new entities, emanating out of the Gas & Fuel break-up, for privatization, which occurred in 1999.

**1995 to 1996 - Chief Executive Officer of Capital Power (NZ)**

During his tenure as CEO and basically representing the major shareholder, Transalta (Calgary), a merger between Capital Power Ltd (50% Council owned) and Energy Direct Ltd was actioned.

**1994 to 1995 - Establishment Chief Executive of United Energy Ltd (Victoria)**

Peter was contracted by the Victorian state Government to take a lead role in disestablishing the Victorian State Services Electricity Dept., (SEC), by merging a number of Regional Authorities into the first of the new entities which were privatized in 1995.

**1993 to 1994 - Healthcare Otago, Advisor for Treasury/Acting Chief Executive (NZ)**

The Health sector in NZ was going through a heavy reform process and Peter was assigned by the Dept., of Treasury to review and advise the Board on their Business plan. During this process he was asked by the Board to act as Chief Executive and assist in the recruitment of a new CEO.

**1988 to 1993 - Telecom NZ Ltd (various positions) NZ**

Peter went onto the Management Board of Telecom in October 1988 and he played a major role in the privatization and sale of the Company, being one of three people to sign off on the Prospectus. This sale at NZ\$4.2 billion was the world's biggest transaction in 1990.

During his time there he held several positions and undertook several leadership roles, some of which are listed below;

- General Manager Accounting
- Managing Director, Telecom Auckland
- Head of CFO & logistics forums.
- Lead Task Manager of IT support & implementation projects (Billing & Payroll)
- Futures Task Force Leader/Boardmember of several subsidiaries..

**1984 to 1988 - Public Service Investment Society (PSIS), Finance Director (NZ).**

This was a Savings & Loans Cooperative with 23 retail stores, whose members were primarily Public Servants and prior to Peter joining, the PSIS was forced into statutory management. Peter played a significant role in restoring the entities profitability.

**1981 to 1984 - Cory Wright & Salmon, Finance Director, NZ**

CWS was a public listed Electrical contracting with approx., 20 branches; they also owned 50% of a heavy manufacturing Transformer factory (Tyree Power Ltd). This Company had cash flow issues and this was an area that Peter "turned around" successfully.

**1965 to 1981 - Philips Electrical Industries of NZ Ltd., (various positions) NZ.**

Peter would consider his extended time with Philips as the most influential period of his working career.

For example Replacement Cost Accounting was practiced and as an employee you had access to 64 countries worldwide and the best practices thereon.

Some of the positions held over that period were;

- Commercial Accountant
- Lighting Administration Manager (Greece)
- Corporate Planner
- Chief Accountant

### **1961 to 1965 – Ernst Hunt & Turner, Chartered Accountants (NZ)**

Audit and Accounting junior and a part-time University student.

### **Strategic Focus**

- Peter is a renowned strategist, who has successfully led several organizations and he also has an outstanding track record as a consultant and company director.
- During his earlier career, Peter held several senior accounting positions. He is credited with being a businessman who has great foresight and vision, understands the “bottom line” and one who consistently delivers against the objectives.
- He specializes in helping organizations manage the conflict between realizing long term Strategic benefits and the short-term day-to-day operations.
- Peter has managed several change management exercises, which is a prerequisite to any successful transition or implementation plan.
- Peter also is well known for facilitating the devolvement of corporate strategies into business objectives and has helped many organizations build the appropriate business model that ensures that the required deliverables are achieved.
- Many of the projects undertaken by Peter were done in an environment involving Industry reform.

### **Other Major Projects**

- He consulted to Healthcare Otago, New Zealand. This included projects involving strategic planning, acting CEO and, latterly, a major re-engineering project. The Eye Department re-engineering was seen as a successful revolutionary implementation and was responsible for the patient “booking system” which was introduced across NZ hospitals.
- Peter has been involved in developing a number of Health related strategic plans, including the “Phoenix” report on Lake Alice Mental Institution in NZ and a strategic plan for Aetna Health.
- As part of rbz Group, Peter has been involved in overseeing a number of company establishments. rbz Group was the project manager for the UnitedNetworks (NZ) integration and reengineering projects in 1999/2000. rbz Group was also heavily involved in the establishment of Genesis Ltd.
- In 2002, Peter has acted as an advisor on a major utility company takeover and subsequent merger. He then oversaw the development of a major value creation plan.
- In 2003 he facilitated a Strategic review for the NZ Sports Turf Institute (NZSTI) and then facilitated an internally resourced Strategic Plan and consequential structural changes.
- In August 2004 he was assigned the task of facilitating the creation of a Business Model and developing a new structure for the newly merged Wellington and Hutt Valley council owned Water Companies
- He is currently acting as an adviser to the Office of the Chief Information Officer (part of the Office of the Premier and Cabinet in Victoria) and giving advice on Strategic issues to Medibank Private Ltd.