



Paul Stewart

Founding Director and CEO, ON-Brand Partners

CEO - Asia-Pacific, Branded Customer Service

Paul's unique career journey has seen him transcend corporate strategy, leadership, organisational effectiveness and service transformation.

Paul studied economics and psychology at University of Otago (New Zealand) and graduated with first class honours. In his twenties he rose rapidly to the position of Chief Economist for the ANZ Banking Group (NZ), one of Australasia's leading banks and became renowned as a leading business and economic commentator. His growing passion for effective application of business strategy led him into the field of corporate strategy, brand development and service change.

As a senior executive he has managed complex corporate projects around integrated brand development, merger communications and business transformation.

As CEO of ON-Brand Partners, Paul has worked with a range of international organisations on strategic initiatives around strategy integration, cultural transformation, internal brand development, and leadership development, with a particular focus on customer experience.

Paul is often referred to as a 'CEOTalker'. His role sees him working directly from the CEO's perspective, helping them to integrate their strategy and vision by aligning and engaging all organisational functions from a customer-centric point of view.

Known for his creative approach to the development of aligned and engaged cultures, Paul has highly developed analytical capabilities, with the capacity to build systematically from what is known today and to conceptualise and deliver possibilities for the future.

Paul's history in brief:

- In the mid-1990s Paul was ANZ Chief Economist, and became renowned for speaking about the implications of the Asian Financial Crisis for New Zealand, ultimately influencing the path of monetary policy during that period.
- He was GM Group Strategy and later Director Organisational Effectiveness for a leading business solutions and information company (Baycorp Advantage) during the company's international expansion into Australia and Asia. During this time the company won awards for Strategy and as Asia's top mid-size company financial wealth-creator.
- He joined the TMI International, a global consulting and training organisation operating in 35 countries. In 2005 he was appointed Global Practice Head for Brand Alignment and



- has overseen the organisation's strategic repositioning in the past 3 years.
- With Janelle Barlow, he has co-authored a best-selling international book: *Branded Customer Service - the New Competitive Edge* (Berrett-Koehler, 2004), which has now been published in around 20 countries and nine foreign languages. It was highly commended as a semi-finalist of the 2005 Independent Publishers Book (IPPY) Awards in the US.
- With Janelle Barlow he established *Branded Customer Service Inc.* which provides tools, products and a consultant certification process for aligning culture and service with brands and business strategy
- In 2007, Paul founded, and is currently CEO of *ON-Brand Partners*, a business consultancy that offers a fresh, pragmatic approach to strategy implementation and maximizing organisational performance through customer experience. He spends approximately half his time working internationally.
- In the past 3 years he has worked with a range of leading international companies (including: HSBC (Asia), HSBC Amanah, Superpartners (Aust), TMI International, ANZ Banking Group, ASB Group), on a range of strategic challenges. Recently he has been working with the 'World Bank' on a global road safety project, where he is providing strategic advice around transforming the culture of policing in developing countries.

Paul is a sought after international speaker on organisational effectiveness, leadership and business strategy.

"I have had the good fortune to hear Paul talk on several occasions. Paul is able to engage effectively with a variety of audiences, helps them build connections with their own experiences through his examples, fluently responds to their questions with relevant information and insights, and builds their energy. I would rate him as one of the best speakers I have come across in that he is able to communicate business complex ideas in a way that lifts awareness and enthusiasm in the audience."

"After I invited Paul to present his ideas on branded customer service to the business leaders in Auckland I knew I needed to get him also in front of all other leaders across our global business. Was I right! The intriguing message he has for business leaders is mind-blowing: You are in charge of the Brand because in reality it is the customer experience – internal and external – that shapes the brand and its value. Paul's new thinking helps to understand much better what role leaders can play, if brave enough to enter the journey"

"What inspires me about Paul is not only his clear insight into organisational dynamics but his unrivalled ability to adapt and apply his world class thinking (and I don't use that term lightly) to the real world. Paul really understands what truly makes an organisation work to its peak performance and what needs to be done to get it there, specific to each organisation. Leaders, this is a man worth listening to, so make the time if you get a chance!"

"Paul is a passionate advocate of brand alignment and service transformation. He translates his enthusiasm into those around him. Through his experience, leadership and personality, Paul has developed an engaging and talented team, and works with the CEOs and executive management teams of an extremely impressive range of clients. He is a talented speaker and author. I always look forward to my encounters with Paul and the On Brand team, knowing that I will experience inspiration, generosity, new ideas and sincere interest in my business."