



## Brian Boland

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### Innovation + Business Strategy + R&D Professional

Elite Professional Like a fine Highland Single Malt Scotch, Brian's AVID™ Method is the distilled essence of 30 years international experience, insights and the best he learned working one-on-one with the founders of major corporations in China, Taiwan and the USA.

### Career Profile

Management and Design Brian started with a degree in Industrial Design from the Uni. of South Australia, 1984. Worked in Melbourne for International Management Consulting firm P.A. Technology, then leading Sydney Design firms Paul Schremmer & Associates and Design & Industry.

International Experience He worked with business owners in Melbourne, Sydney, Taipei, Fuzhou, Chicago, Seattle Brisbane, to create exciting new products, new high profit, high volume markets.

Team Player Major Clients In a team of Engineers, Industrial Designers and Marketers, he designed new products for Australian brands BHP, Sunbeam-Victa, Rheem, Telstra, Email Westinghouse, Velox, Protector Safety, Zip Heaters, B&D Doors, Oral-B, St George Industries, Honeywell.

R&D Manager He was R&D / Engineering Manager for 100 employee Co. responsible for design and development of industrial and domestic evaporative air-conditioning systems.

Incorporated Own Company Started his own R&D consulting company in 1992, worked one-on-one with company owners in Sydney, Brisbane, Taipei, Fuzhou (China), Chicago and Seattle USA. Created new products, new markets, improved efficiency, increased profit and revenues.

University Lecturer Invited by his former professor to join his academic team 1997 – 2000. Wrote own teaching program, lectured for 2 years, then joint ventured with the University's Pro Vice Chancellor and went back to the far more exciting commercial world.

### Expertise

Elite Excellence

- AVID™ Method
- Business Growth and Development
- New Product Research, Development and Design
- Invention and Commercialization
- Patents
- Brand Creation and Development
- Marketing
- Export markets
- Tooling and Manufacturing
- China and Taiwan manufacturing

## Major achievements

Billion \$ Strategy	Wrote business growth strategy for Peter Fellowes, owner billion-dollar Fellowes Inc. Chicago. The strategy neutralized the threat of Private-Labeling, protected Fellowes' 40-point margin and doubled Fellowes' international sales within 18 months.
10 million \$ contracts	Negotiated for Mr David Lin, owner/president \$100 million Grand Si Ho Industrial Co. Ltd, to secure major international supply contracts with Fellowes Inc. USA and EU and with IKEA Sweden. Flew to Chicago and IKEA's Shanghai office with Mr Lin to close the deals.
University Joint-venture	Joint ventured with Western Sydney University, formed a 50/50 Co. Manufactured marketed and sold \$5 million of his own product into Europe, USA and Australia. The Pro Vice-chancellor was his co-director.
China Joint-venture	Joint ventured with Mr Chan Chin Huang, Exec. Chairman \$100 million China Fujian Zhenyun Industries Co. Ltd. Built a 4 injection moulding machine, 20 people production facility in Fuqing China. Tooled up and manufactured products for sales into USA.
US\$1.7 Million QVC Sales	Partnered with Mr Herschel Blankenship, President Access Product Group LLC, Seattle and South Carolina USA. Sold product through world's largest home-shopping TV network QVC Pennsylvania. US\$1.7 million sales, best single sale was 13,000 units in 8 minutes. (video available).
Revolutionary Method	Created AVID™ Method, based on 30 years of his commercial work. AVID™ drives growth of every size and type of company, in every industry.
Invention and patents	Invented and granted patents for MODULEX™ - storage product. Invented and applied for patents for BIA XR - water and gas pipe joining product. Invented and currently developing OXY+ - O2 health, hyperbaric chamber.

## Management experience

Own company Million \$ projects	Operated own design consultancy business for 15 years, managed a number of million dollar plus projects for customers in Australia, USA, China and Taiwan.
R&D Manager 100 employees	R&D Manager, promoted within 6 months to R&D Manager and Engineering Manager for 100 employee Co. Celair-Malmet Pty Ltd. NSW.
Managing Director	Managing Director of 50:50 JV Co. with Western Sydney University. The Pro Vice-Chancellor was his co-director. Developed product, manufactured, achieved \$5 million sales in 18 months.
Managing Director	Co-chairman with Chan Chin Huang, Executive Chairman \$100m China Co. Fujian Zhenyun Industries Co. Ltd. He jointly set up a new factory in China.
University lecturer	Wrote own teaching program for 120 students. Administered the program at Western Sydney University for 2 years. Engaged all 4 <sup>th</sup> year students with industry project collaborations and taught them to write a formal business plan.

## Employment history

- 2010 – 2016 **Consultancy and entrepreneurial work**  
Consulted to manufacturers. Also invented, engineered, designed products: BIA XR pipeline joiner, OXY+ hyperbaric O2 chamber, QUICK-CUBE storage unit. Each patented.
- 2004 – 2009 **Director R&D Manager**  
Created own products for sales into USA, EU. Worked with company owners in Seattle USA, Chicago, Taipei, Fuzhou and Australia. Set up 50:50 JV manufacturing Co. in China.
- 2000 – 2003 **Managing Director R&D Manager**  
West-Tech Research & Future Products Pty Ltd, a university JV. Pro Vice-Chancellor was his co-director. Manufactured and sold \$5 million worth of product into the EU and USA.
- 1996 – 1999 **University Lecturer**  
Western Sydney University, lecturing in Design methodology and Professional Design Practice. Taught all his 4<sup>th</sup> year students to write a formal business plan.
- 1994 – 1995 **Freelance Designer and Part-time University Lecturer**  
Designed for clients in Canberra, Adelaide and Sydney. Clients: AOFR /Hitachi Japan, Email Westinghouse. Also, part-time lecturer, in Industrial Design, University of Canberra.
- 1992 - 1993 **R&D Manager**  
Celair-Malmet Pty Ltd, Leeton NSW. Manufacturer of Air-conditioning and gas heating products. R&D Manager, reported to owner/CEO, responsible for 50 employees.
- 1984 - 1991 **Industrial Designer, Employee**  
Paul Schremmer & Associates and Design & Industry, Sydney. Designed: lawn mowers, Toothbrushes, Telephones, ovens, hard hats, mailboxes and many more product types.

## CEOs I've worked with and advised



### Mr David Lin

Founder/President Grand Si Ho Industrial Co Ltd. US\$100 million International, Taipei, Taiwan based Co.



### Mr Peter Fellowes

Owner/President Fellowes Inc. US\$1 billion international, Chicago, USA based Co.



### Mr Eric Huang

Owner/Executive Chairman Zhenyun Industrial Co. Ltd. US\$100 million international, Fuzhou, China based Co.



### Mr Herschel Blankenship

Owner/President Access Products LLC. US\$10 million international, Seattle USA, based Co.

## **Original Qualification**

Degree 4-year Degree, University of South Australia, Industrial Design (B.Des.I.D.) 1984.

## **Personal**

Family Married 31 years, two young professional Designer/Management Consultant sons.

## **Referees**

- 7 years **Eric Ross**  
(07) 3206 6730 M. 0409 068 222  
Owner, Rosellinos cattle stud.  
Former Assistant Treasurer, National-Liberal Party, QLD.
- 16 years **Professor Craig Bremner**  
(02) 6934 3370 M. 0416 014 630  
Professor of Design, Charles Sturt University, Wagga Wagga.  
Business partner 10 years.
- 7 years **Mr Roger Cater**  
(07) 3849 7878 M. 0417 002 734  
General Manager PARTEC Institute.
- 16 years **Professor Trevor Cairney**  
(02) 9381 1999  
President of the NSW Business Chamber.  
Business partner 2 years.