

Brian Boland
0412258111
brian@avid.business



Innovation + Business Strategy + R&D

Elite
Professional

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

Career Profile

Management
& 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 & 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

Was R&D / Engineering Manager for 100 employee Co. responsible for design & 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 & Seattle USA. Created new products, new markets, improved efficiency, increased profit & 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 & Development
New Product Research, Development & Design
Invention & Commercialization
Patents
Brand Creation & Development
Marketing
Export markets
Tooling & Manufacturing
China & 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 & EU and with IKEA Sweden. Flew to Chicago & 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 my own product into Europe, USA and Australia. The Pro Vice-chancellor was my 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 & South Carolina USA. Sold product through world's largest home-shopping TV network QVC Pennsylvania. US\$1.7 million sales, best single sale 13,000 units in 8 minutes. (video available).
Revolutionary Method	Created  AVID™ Method, based on 30 years of my commercial work. AVID™ drives growth of every company, in every industry every size company.
Revolutionary Method	I invented and have patent rights to mass-market products: BIAXR - water & gas pipe joining product, SNAPCON - storage product, OXY+ - O2 health, hyperbaric chamber.

Management experience

Own company Million \$ projects	Operated my own design consultancy business for 15 years, managed a number of million dollar plus projects for my customers in Australia, USA, China & Taiwan.
R&D Manager 100 employees	R&D Manager, promoted within 6 months to R&D Manager + 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 my co-director. Developed product, manufactured, \$5 million sales in 18 months.
Managing Director	Co-chairman with Chan Chin Huang, Executive Chairman \$100m China Co. Fujian Zhenyun Industries Co. Ltd. We set up a factory in China.
University lecturer	Wrote my own teaching program for 120 students. Administered the program at Western Sydney University for 2 years. Engaged all 4 th year students with industry project collaborations and taught them to write a formal business plan.

Employment history

- 2010 - 2016 **Consultancy & entrepreneurial work**
Consulted to manufacturers. Also invented, engineered, designed products: **BIAXR** 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 my 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 my 4th year students to write a formal business plan.
- 1994 - 1995 **Freelance Designer & Part-time University Lecturer**
Designed for clients in Canberra, Adelaide & Sydney. Clients: AOFR /Hitachi Japan, Email Westinghouse. Also part-time lecturer, in Industrial Design at The 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 & advised



Mr David Lin

Founder/President Grand Si Ho Industrial Co Ltd. US\$100 million Co. 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 **Mr Eric Ross**
(07) 3206 6730 M. 04 0906 8222
Owner, Rosellinos cattle stud.
Former Assistant Treasurer, National-Liberal Party, QLD.

7 years **Mr Roger Cater**
(07) 3849 7878 M. 041 700 2734
General Manager PARTEC Institute.

16 years **Professor Trevor Cairney**
(02) 9381 1999
President of the NSW Business Chamber.
Business partner 2 years.