



## *Faerber Hall*

**Strategic Business & Project Management Consultants**

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### **OFF-SHORE SUPPORT VALUE PROPOSITION TO AUSTRALIAN COMPANIES SEEKING TO DO BUSINESS IN NORTH AMERICA**

There are many factors that make it difficult for Australian small-to-medium enterprises to succeed in doing business off-shore. For those companies seeking to expand their business operations into North American markets, the major impediments are the complexity and high cost of establishing a point of presence in the United States or Canada. For those companies choosing to deal remotely with their North American customers, vendors and suppliers, the major impediment is the tyranny of distance, time and culture.

With established points of presence in Australia and the United States, Faerber Hall is in the unique position to provide Australian companies with a strategic solution that can significantly reduce – and potentially remove – these impediments.

As Australian and U.S. citizens, we offer Australian companies the opportunity to establish representation in North America quickly and cost-effectively. There is no need to post employees overseas, or invest in training in how to set up and run a business in the U.S. We know the culture and requirements of the U.S. market; we are in business in the U.S. ourselves. There is no need to explain the nuances of Australian business to us; we are in business in Australia also.

As your trusted partner, we can do as little or as much as you need to introduce and grow your business in the U.S., for a fraction of the time and cost required to set up and staff your own permanent office.

We can function as your Agent, enabling you to establish and maintain a virtual presence in the U.S. with support and representation on an *ad hoc* or casual needs basis quickly and at minimal cost. Alternatively, if you require a more concrete presence, we can provide office facilities and function as managers of your U.S. operation for as long as you need, providing a dedicated and knowledgeable resource committed to developing, supporting and representing your business in the U.S. while helping you become more permanently established at your own pace. Both models provide you with the ability to easily conduct business in the U.S. during the American working day and face-to-face as required, with the added benefit of overcoming the subtle language and cultural barriers that are common in American business.

By partnering with Faerber Hall, you are able to explore, establish, develop, operate or extend your North American business interests with confidence, and at considerable less risk and upfront investment.

Please refer to our Capability Statement for supporting details.

## CAPABILITY STATEMENT

Karen Faerber and Philip Hall are *Faerber Hall*. Working under the banner of our business entities in Victoria, Australia (Faerber Hall Pty Ltd) and in Michigan, United States (Faerber Hall Inc.), we provide an independent, practical approach to helping clients address tactical issues quickly and establish sustainable long-term strategies to achieve their business objectives.

We are versatile and practical professionals highly skilled at “hitting the ground running”. Together, we have over 70 years hands-on international experience in business, science, technology and complex project management. We have a long established track record of performance in senior management across a diverse portfolio of public and private sector appointments, and an extensive portfolio of success in establishing and expanding business capabilities in Australia, the U.S., the U.K. and the Asia Pacific region.

Our industry management and consulting experience is extensive, covering procurement and logistics; automation and control; construction and manufacturing; information technology and communications; energy and the environment; and emergency and risk management. Our breadth of expertise is equally comprehensive, covering the strategic and tactical side of business operations, management and administration; technology management; system design and development; and complex project and program delivery.

Our experience also includes over 30 years in the Australian and U.S. defence industry sector. We are a member of the Australian Industry & Defence Network (AIDN) and a certified consultant with the Australian Defence Consultancy Group (ADCG).

By leveraging our combined expertise and experience, we are able to provide clients with a broad range of tailored strategic management services, including:

- Business Planning & Development
- Business Operations & Performance
- Business Continuity, Impact Analysis & Risk Mitigation
- Bid Management, Negotiation & Contract Performance
- Commercial Outsourcing & Vendor Management
- Complex & International Project Management
- Enterprise-wide Program Management
- Interim Senior & Executive Management
- Professional Development, Coaching & Mentoring
- Supply Chain Management & Logistics
- Workplace Practice Analysis & Improvement

Specialising in interim senior and executive management, we are able to quickly provide highly effective and practical management solutions that meet our clients’ strategic needs. Between us, we have held pivotal positions as Business Integration Manager, Business Operational Performance Manager, Business Development Manager, Project Manager,

Program Delivery Manager, Project Director, Commercial Manager, General Manager, Chief Executive Officer, Director, Executive Director, Managing Director, Vice President and President. In these roles we have contributed significantly to our clients' success in establishing new business enterprises and delivering strategic business initiatives.

Between us, we have been professionally involved with numerous companies, government departments and agencies in various industries around the world, including:

- **Defence Systems & Aerospace** – Honeywell, Raytheon E-Systems, Barco Display Systems, British Aerospace, MacDonnell Douglas, United Technologies, the Royal Navy, the Royal Australian Navy, the Royal Australian Air Force, and the Defence Science & Technology Organisation.
- **Defence Procurement & Logistics** – the U.S. Department of Army, the U.S. Navy and the Australian Department of Defence Support Group.
- **Construction** – Australian Construction Services (ACS), GHD, John Holland Group (JHG), Thomas & Coffey.
- **Entertainment & Tourism** – Bytecraft Automation, Victorian Arts Centre, Sydney Opera House, Melbourne Crown Casino, Malaysian National Theatre, the Hong Kong Civic Centre, San Francisco State Opera, and the Julliard School (New York).
- **Environment & Earth Sciences** – Geoscience Australia, the Australian Bureau of Meteorology, the International Oceanographic Commission/Intergovernmental Coordination Group for the Pacific Tsunami Warning System (IOC/ICG/PTWS), the Intergovernmental Panel on Climate Change (IPCC), the United Nations Framework Convention on Climate Change (UNFCCC), the Secretariat of the Pacific Applied Geoscience Commission (SOPAC) and the Secretariat for the Pacific Regional Environment Programme (SPREP).
- **Emergency Management** – Emergency Management Australia (EMA), the United Nations Economic Social Commission for Asia and the Pacific (UNESCAP), and the Washington State Emergency Management Division (EMD).
- **Government (Australia)** – the Department of Defence, Department of Foreign Affairs & Trade, Department of Prime Minister & Cabinet, the Attorney General's Department, the Department of Environment & Heritage, and the Australian Agency for International Development (AusAID).
- **Government (International)** – various departments in the governments of the Cook Islands, Federated States of Micronesia, Fiji, Kiribati, the Republic of the Marshall Islands, Nauru, New Zealand, Papua New Guinea, Samoa, the Solomon Islands, Tonga, Tuvalu and Vanuatu.
- **IT, Telecommunications & Technology** – AT&T, Compuware, Hewlett Packard, Harbinger-Peregrine, Intellisys/Metiomi, Link, Motorola, Telstra, Telstra eConnect, Redflex, and Singapore Technologies.
- **Manufacturing & Distribution** – General Motors, Ford, Clark Equipment, John Deere, Caterpillar, AC Delco, Dow Chemical, Kellogg's, Coles Myer and Targus.
- **Public Utilities, Authorities & Government Business Enterprises** – Detroit Edison, Michigan Consolidated Gas, Australia Post and the Australian Civil Aviation Authority.

- **Service Industries** – IBM, EDS, Deloitte & Touche, Cutler Williams, Ernst & Young, APP Corporation, Cameron Chisholm Nichol, Connell Wagner, GHD, Golland Hall, KLVN Business Solutions, NS Projects, IPP Consulting, and Sensis.

### **PROFILE – KAREN FAERBER**

Karen has held senior executive and consulting positions with professional services consulting companies including Deloitte & Touche, IBM, Ernst & Young, and EDS. Prior to Faerber Hall, she founded and operated a successful consulting company in the U.S. for twelve years. Karen, who has dual U.S. and Australian citizenship, consults extensively to companies in both countries on business operations and commercial issues, including vendor management, outsourcing, tender evaluations, and contract terms and conditions.

She holds a Master of Arts degree from Eastern Michigan University (U.S.) and an Executive Master of Business Administration degree from the University of Melbourne Business School (Australia). She is a Member of the Michigan Chapter of Women in Technology, the Canton Chamber of Commerce (Michigan), the Building Industry Association (U.S.), the National Association of Home Builders (U.S.), and the International Association of Emergency Managers (Region V). She also holds Prince 2 Project Management Certification and RESNET/HERS Energy Rater Registration. A copy of Karen's detailed curriculum vitae is available on request.

### **PROFILE – PHILIP HALL**

Philip has held senior management and executive positions with several Australian companies and government agencies including the Department of Defence, Telstra, the Bureau of Meteorology, Honeywell and Bytcraft Automation. He was the inaugural CEO of specialist IT consulting firm KLVN Business Solutions before he founded and operated successful professional services consulting companies Golland Hall and then Philip Hall International (now Faerber Hall Pty Ltd). While at Golland Hall, he was seconded to Telstra eConnect LLC in the U.S. as Vice President, Infrastructure & Operations. An Australian citizen, Philip works internationally and provides strategic business and project management consulting services to major companies, organisations and government agencies.

He holds a Bachelor of Engineering (Aeronautical) degree and a Master of Engineering degree from the Royal Melbourne Institute of Technology; is a Fellow of the Institution of Engineers, Australia; a Fellow of the Australian Institute of Management; and a Member of the International Association of Emergency Managers (Oceania Region). He has also served over 17 years in the Royal Australian Navy and currently holds the rank of Lieutenant Commander in the Royal Australian Navy Active Reserve. In May 2008 he was appointed Adjunct Professor to the Pacific Centre for the Environment and Sustainable Development (PACE-SD), Faculty of Islands and Oceans, at The University of the South Pacific. A copy of Philip's detailed curriculum vitae is available on request.