Brendan John Donaldson

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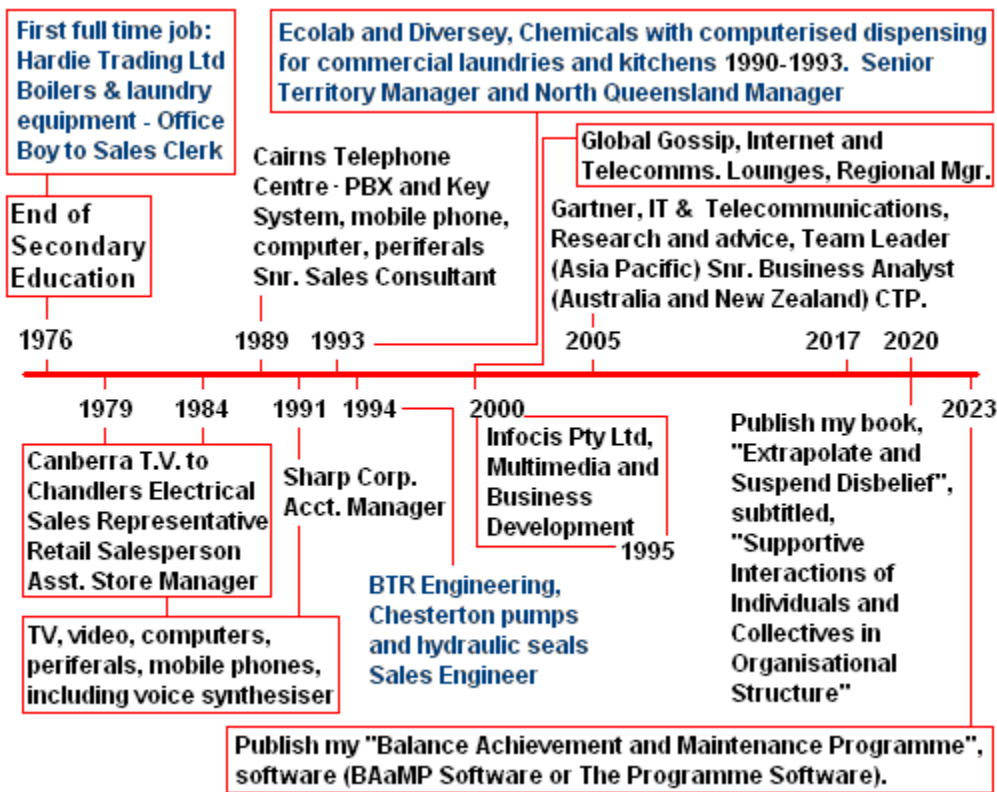
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2005 July - Present Day
Research | Assessment | New Solutions | Development | Integration | Management

Organisational Officer - Whole of Organisation Consulting

Since 2005 I have been intentionally researching 'Technology with People' and discovered a complex of differences I call the "Understanding Differential". As part of my understanding of the uniqueness of each person and everything, The Homo Genus, Humanity, has evolved enabling generations of people working in organisations to be 'automated' instead of automating the machines. The "Understanding Differential" is my understanding of the difference between each person's unique understanding of everything, individually and collectively, including people and technology: www.brendandonaldson.com

CAREER **H**ISTORY

2005 March to June - Immediately prior to my private research, **Gartner Consulting** engaged me to develop and contribute to a complex **matrix** of information presented in a simple to use format for the Queensland Government. That document, the **Statement of Trends in Emerging Technologies'** formed part of the **Queensland Government 'Smart Directions'** statement Focus Area: "Government as a single enterprise". Gartner offer IT&T Research and Advice for CIO's and senior IT leaders in corporations and government agencies, to business leaders in high-tech and telecommunications enterprises and professional services firms, to technology investors.

2001 to 2005 - Before the above engagement I was employed in a **fulltime** role for **four years** with **Gartner.** I had

Asia Pacific responsibility for a **team of Business Analysts and Senior Business Analysts** in the Cross Technology Group delivering quantitative analysis and advice about **markets within the Asia Pacific region.** The personal service offered included qualitative research, an additional encouragement for clients to contact the Cross Tech Business Analysts first for market and strategic data, information and advice for their decisions. While leading that Asia Pacific team I was **also Senior Business Analyst for Australia and New Zealand.**

Designed, developed, edited and created from original brief the 'Statement of Trends in Emerging Technologies' matrix document below, which formed part of the Queensland Government 'Smart Directions' statement. Cross Technology Group primarily comprised quantitative analysis of markets within the Asia Pacific region. An excellent knowledge of quantitative and qualitative research with concierge style service encouraged clients to make the Cross Tech Business Analyst team the first contacted for marketing, strategic data and advice.

ICT TRENDS AND EMERGING TECHNOLOGIES

Statement Topic	Government as a single enterprise	Enabling the business priorities of government	Improving value for money	Increasing public sector capabilities	Partnering with the private sector
			Focus Area		
Application Development	1.01	2.01	3.01	4.01	5.01
Application Integration and Middleware	1.02	2.02	3.02	4.02	5.02
B2B CRM Technologies	1.05	2.05	3.05		5.05
Biometric Technologies	1.06		3.06	4.06	5.06
Business Intelligence	1.07	2.07	3.07		5.07
Consumer Technologies	1.08	2.08	3.08	4.08	5.08
Contact Centre Technologies	1.09	2.09	3.09	4.09	5.09
Content Management	1.10	2.10	3.10	4.10	5.10
Corporate E-Learning	1.11	2.11	3.11	4.11	5.11
Corporate Performance Management	1.12	2.12	3.12	4.12	5.12
CRM Customer Service and Support	1.14	2.14	3.14	4.14	5.14
Enterprise Asset Management	1.15	2.15	3.15	4.15	5.15
Enterprise Resource Planning	1.16	2.16	3.16	4.16	5.16
Enterprise Speech Technologies	1.18	2.18	3.18	4.18	5.18
Healthcare Provider Technologies	1.19	2.19	3.19	4.19	5.19
Higher Education	1.20	2.20	3.20	4.20	
Human Computer Interaction	1.12	2.21	3.21		5.21
Information Security	1.22	2.22	3.22	4.22	5.22
IT Management	1.23	2.23	3.23	4.23	5.23
IT Services	1.24	2.24	3.24	4.24	
Knowledge Workplace	1.25	2.25	3.25	4.25	5.25
Linux	1.26	2.26	3.26	4.26	5.26
Mobile and Wireless Hardware and Software	1.27	2.27	3.27	4.27	5.27
Networking and Communications	1.28	2.28	3.28	4.28	5.28
Open-Source Technologies	1.29	2.29	3.29	4.29	5.29
PC Technologies	1.30	2.30	3.30	4.30	5.30
Portal Ecosystem	1.39	2.39	3.39	4.39	5.39
Real-Time Infrastructure	1.33	2.33	3.33		5.33
Supply Chain Management	1.34	2.34	3.34	4.34	5.34
Telecommunications Technologies	1.35	2.35	3.35	4.35	5.35
Transportation and Travel Technologies	1.36	2.36	3.36	4.36	5.36
Web Services	1.37	2.37	3.37	4.37	5.37
Wireless Networking	1.01	2.01	3.01	4.01	5.01

Gartner glossary of terms - PDF file

Proclarity, Excel and Powerpoint were the tools most often used for manipulation and presentation of data. Business analysts were required to liaise not only with clients' research staff but regularly spoke with senior people in major corporations. Much of the work of collecting and collating good useful research was on an adhoc basis but also included specific projects designed with the client to determine new markets or investigate the likelihood of introducing products, consolidating product offerings or in the case of investment bankers, determining the viability of potential investments.

PREVIOUS SHORT-TERM EMPLOYMENT

2017 – Victoria Barracks Historical Society, Researcj'Data Fortitude Valley, Military Museum

2016 - St. Vincent De Paul – Administrative: Newstead Retail – Call Centre Operator: Head Office Queensland

2009-2010 - Mailplus **15 mths,** private mail service to private and government, driving services

Feb 2008 - Driver Recruitment, **5 mths,** business development, driver employment services

2006-2007 - Australia Post, **12 mths,** federal government mail service, driving, sorting, services

2005-2006 - Nestle Food Services, **2 mths,** cleaning, servicing, private and government, in-field food dispensing

Sept 2005 - Craft Warehouse, 2 **mths,** internet profile design and implementation (business then sold)

March 2005 - Gartner Consulting, 5 **mths,** State Government: "Statement of Trends in Emerging Technologies'

May 2000 - The Grant News, **8 mths** editor, online publication (subsidiary of InForm Systems)

1999 & 2000 - Odyssey Training/MacPeople - training courses design and deliver 1-3 day assignments

July 1999 - Global Gossip, **3 mths,** regional manager, internet and telecoms, retail

PREVIOUS FULLTIME EMPLOYMENT

1994 - 2001 INFOCIS Pty Ltd — Business Development/writer/editor/multimedia creator/trainer

● Internet, multimedia Publishers and Consultants

1999 - A.I.M.I.A. (Concurrently with INFOCIS and MacPeople/Odyssey) - Project Manager

● AUSTRADE Export Access Program delivered by AIMIA nationally.

1993 - 94 BTR Engineering (Chesterton pumps and seals division) - Sales Engineer

● Pumps and hydraulic seals - Darra, Brisbane

1992 - 93 Diversey (A/Asia) Pty Ltd - North Queensland Manager, disinfection and cleaning

● International hospital and hospitality, foodservice and laundry care

1991 - 92 Sharp Corporation Ltd - Account Manager - Consumer products

1989 - 91 Economics Laboratories - Senior Territory Manager, NQ, disinfection and cleaning

● International hospital and hospitality, foodservice and laundry care

1987 - 89 Cairns Telephone Centre - Senior Consultant - private telecommunications company

● NEC and Philips PABX; key systems; computer systems; software

1980 - 82 Aluminium Framing Company — Sales and Service, Brisbane - Commercial and Domestic

All positions related to analysing customer needs and devising and delivering solutions with proper implementation of technology. In **North Queensland,** I was also responsible for **warehousing and distribution.** Before 1987, I was Partner in a Brisbane **fashion** agency; assistant manager, Chandlers **retail electrical** store; service/sales person for an **aluminium fabrication** company; and started working life as a sales clerk for Hardie Trading Ltd, **Engineering.** And Manager three **retail communication stores** with a staff of twelve at Global Gossip (2 Brisbane, 1 Gold Coast)

In the above full time roles I consulted, negotiated, liaised and influenced management and staff at every level, including clients of INFOCIS, InForm Systems, Grant News, AIMIA, Austrade, State Development, MacPeople and Odyssey Training. I have listened to and sold concepts or products to people since 1980. Developed and delivered training or sales presentations for INFOCIS, AIMIA, Odyssey Training, and many other organisations. I have been training people since 1984 and have had a training component in almost every role.

Managed projects and clients for INFOCIS and AIMIA, advised clients on matters of business management, marketing, creative content, and design, development, exporting, image, sales, web site. Edited Grant News, including developing and instigating a new format for the 'Grant Newsletter'. This increased readership approximately 200%. I also acquired articles, researched and wrote copy.

Wrote copy for web sites. Devised and wrote legal contracts, business proposals, marketing, newsletters, press releases, articles and plays. Created multimedia presentations in Macromedia Director incorporating sound, text, graphics, animations, video and Lingo programming developed by myself. Conceived, designed and created the INFOCIS Virtual Library application and "dotBoks". The dotBoks are electronic, animated books read on-screen through the Virtual Library.

PREVIOUS EXPERIENCE

TECHNICAL SUPPORT/TRAINING/SALES/MANAGEMENT/MARKETING
Plan Market Consult innovate Solve Motivate Communicate Support

Technical Support - engineering; computing; chemical; electrical; telecommunications
Qualified Trainer - VETEC recognised trainer
Management - engineering; telecommunication; electrical; chemical
Business Development; Sales - engineering; chemical; telecommunications; internet; computers

COMPUTER
Plan Design Animate Video Audio Programme Interactivity Streaming

Good knowledge of computerised equipment, desktop and mobile, software and peripherals including many common and uncommon packages. I quickly learn new technologies.

MAIN INTERESTS (outside of work) Writing; walking; music

COMMERCIAL, TECHNICAL AND CREATIVE WRITING
Plan Research Consult Assess Write Review Edit Edit Edit Edit Publish

- My book and software, 'Extrapolate and Suspend Disbelief' subtitled, 'Supportive Interactions of Individuals and Collectives in Organisational Structure', incorporating the 'Balance Achievement and Maintenance Programme'
- Contributor: Training Manual for Gartner
- Editor: The Grant News
- Copywriter: web sites and marketing materials
- Magazine articles

- 'Statement of Trends in Emerging Technologies' - Queensland Government 'Smart Directions': contributed writing, editing, design and development
- 75,000-word unpublished novel
- Radio, $\frac{1}{2}$ hour, "Until the people See"
- Stage play, "In the Image of the Gods"
- Poetry - unpublished

TESTIMONIALS

"Brendan - fantastic customer testimonial - excelling in client service and delivery is at the root o f sustainable sales success. Please keep up the great work!"

Best regards, **S. T. (Gartner EVP, Sales Worldwide)**

"That's unreal- thanks very much Brendan. I really appreciate your assistance in such a short time frame. Next time I will try to give you more notice".

Kind regards, **M. C. (Information Centre, ABN AMRO)**

"Hi again, Reading more closely you did change quite a lot. Thank you. It is much, much better. I shall endeavour to hit your standard from now on. These are a little more formal than I had assumed. But I am learning this bit of the game. I shall treat them with more diligence in terms of expression next time. I really liked what you did.

Second para, second sentence should probably start with The. Otherwise, completely brilliant. Thank you"
M. H. (Gartner Analyst, previously I.T. Editor, The Australian)