

TONY CORKE

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Summary of Skills

Tony has unique expertise in the blending of econometrics, statistics, computer science and marketing. During his career, initially in financial services and more recently in the internet industry and as an independent consultant, he has led and participated in projects spanning data warehousing, information architecture, statistical modelling, customer relationship management, direct marketing, customer loyalty, customer profitability, the use of the internet as a data collection and marketing tool, and qualitative and quantitative market research.

Professional Experience

May 2002 –
present

Independent Consultant, Sydney, Australia

Independent Consultant and subcontractor to Business Development Partners, Performance Integrity and The NTF Group

During this time, completed a range of projects for a diverse range of clients including those from financial services, public utilities, pharmaceuticals, education and government authorities.

Example Client Roles and Deliverables

- led the analysis for the application of the Service Profit Chain to a Retail Banking environment, including assessment of the likely impact of planned initiatives on customer and staff commitment; presented results to the organisation's Senior Management
- co-led the introduction of a new sales program into a Retail Banking environment, including the design and delivery of training materials and the design and creation of a system to measure program effectiveness; worked with and presented results to the General Manager and his direct reports and colleagues
- led the analysis of current market participants and identification of potential merger or acquisition targets based on a set of agreed criteria; worked with the CEO to design and refine analysis
- designed and led the assessment of various organisations' customer data sources, the identification of data fields predictive of key behaviours, and made recommendations for improving the accuracy and quality of this data; generally worked with Senior Management in client organisations on these projects
- conceptualised, created and used statistical models to address a variety of practical business problems including estimating consumer willingness to pay for infrastructure improvements, identifying the characteristics of consumers most likely to respond to particular campaigns, devising practical customer segmentations, and estimating product takeup
- led the analysis of a major loan approval process and identified loan types that could be automatically approved or declined or that could otherwise be handled in a more cost-effective way; presented results to the lender's senior head-office lending staff
- provided advice about a range of issues including customer information management, performance measurement and reporting, project design and management, strategic organisational design, mergers and acquisitions, statistical experimental design, e-marketing, marketing campaign design and measurement, and customer profitability

- Jan 2001 – **Sharinga Networks**, Melbourne, Australia & San Bruno, CA, USA
 Dec 2001 *Vice President, Information & Traffic Monetisation*
- Implemented a customised web ad-serving package capable of serving 300 impressions per second to 150,000 web users in 30 or more customer segments in real time
 - Designed a reporting suite for the performance measurement of web content at the individual image and link level
 - Led AT&T WorldNet in defining the communications strategy for their subscribers participating in a trial of Sharinga products
 - Relationship manager of AT&T WorldNet during implementation. Negotiated contractual changes with the AT&T relationship manager
- Feb 2000 – **Freeonline Australia**, Melbourne, Australia
 Dec 2000 *Vice President, Information Products*
- Built a Data Warehouse that combined static demographic, interest data with Web surfing data and third party (Census) data to produce targeted campaigns that produced response rates exceeding 30%
 - Key member of the team that secured A\$124m in funding from Concert, a joint venture between AT&T and BT, to globalise the Sharinga products and processes
- Jan 1986 – **Commonwealth Bank of Australia**, Sydney, Australia
 Feb 2000 *Various Roles, including:*
- Program Director, Group Information Program*
- Led a variety of teams across a range of business units including internal staff, contractors and CBA's outsourced IT provider, EDSA
 - Responsibility for projects covering areas as diverse as data mining, knowledge management, customer relationship management, customer profitability and management reporting
- Chief Manager, Information Management*
- Built a highly respected team comprising marketing specialists, IT and data management specialists, and career bankers
 - Led five teams of data warehouse, market research, customer profitability, information and analysis experts
 - Negotiated with a range of vendors
- Senior Manager, Customer Strategy & Research*
- Led project to define segmentation approach for its customers
 - Led comprehensive best-practice customer management project
- Senior Manager, Customer Information & Analysis*
- Managed extraction of customer records from the customer database to support a variety of direct mailing campaigns
 - Modelled the customer and financial implications of distribution channel scenarios
- Various analyst roles including strategic and operational planning and customer and market analyst*

Education

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| 1984 – 1987 | University of Sydney, Sydney, Australia
<i>B.Ec (Hons, First Class & University Medal)</i> <ul style="list-style-type: none">• Econometrics (4 years)• Economics (3 years)• Computer Science (2 years)• Psychology (1 year) |
| 1988 – Present | <ul style="list-style-type: none">• Pacific Rim Bankers' Conference
University of Washington, Seattle, USA• Effective Leadership
Callaghan College, Sydney, Australia• COMPASS
The Source International, Sydney, Australia• Coleman Woodhouse Team Building
Callaghan College, Sydney, Australia• Systems Thinking
London Business School, London, UK• Strategic Planning
Mt. Eliza, Melbourne, Australia• Web Design & Javascript
Virtual University (www.vu.org) |

Lecturing and Course Design & Delivery Experience

- Presented, since 2006, yearly guest lecture on Internet Marketing for Sydney University's Film Studies program for international students
- Created and delivered a Practical Project Management course for a team of internal consultants
- Created and delivered a 2-day Internal Consulting Skills workshop

Technical/Software Proficiencies

- Expert in R Statistical Package
- Expert in Microsoft Excel
- Expert in Microsoft Powerpoint
- Expert in Microsoft Word
- Expert in Mindjet Mindmanager
- Intermediate proficiency in Snag It
- Basic proficiency in HTML
- Basic proficiency in SQL