



# Max Ryerson

CHIEF EXECUTIVE OFFICER | CHIEF BUSINESS STRATEGIST

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## PROFESSIONAL PROFILE

Entrepreneurial and driven Chief Executive, with 22 years of leading industry expertise and experience in founding numerous companies in domestic and international markets. Facilitator and builder of world-class business strategy, management and technology product development teams, with experience in top listed corporation and speciality in both start-up and scaled growth stages. Proven business strategy and networking skills, building fruitful partnerships with dozens of clients and vendors and delivering multi-million dollar growth.

## DEMONSTRATED ACHIEVEMENTS

- Grew Club 5 Thousand revenue from €1Million to €5Million and customer base from 500 to 1000.
- Increased funds under management responsibility by 100% to \$100Million at International Development Management.
- Increased Top1000Funds.com readership by 100%
- Increased GPT's repeat customer purchase by 30%, customer reach by 550%, and established AU\$1 million in new revenue.
- Increased StratForce revenue by 30% year on year.

## CORE COMPETENCIES

- Business Strategy & Transformation
- Commercialisation
- Sales & Business Development
- Business Process Reengineering
- Marketing
- Leadership & Team Building
- Company Management
- Product / Program Development
- Planning / Project Management
- Budget Management
- Negotiation
- Market Insights
- PR & Client Outreach

## PROFESSIONAL EXPERIENCE

Dec 2013 - Present **CEO & Chief Digital Strategist**  
**STRATFORCE** (Sydney, Australia)

Provide visionary leadership and strategic expertise for business in the digital age for strategy and implementation consultancy offering business, experience, transformation, and technology strategy and implementation management services to clients such as The Blackstone Group and CohnReznick. Provide solutions to generate strategic plans and translate them into tactical initiatives that have led to market share expansion, operational performance optimisation, and revenue growth.

- Determine strategic direction of business and spearhead technological integration planning for clients to optimise business processes and increase marketing efficiencies.
- Develop business strategies for client success in the digital age, source and manage key partnerships to implement strategies for clients.
- Manage 2 to 5 or more subcontracted consultants (project dependent) through an agile business model to deliver client work.
- Establish key relationships with industry-leading vendors to ensure implementation success.
- Lead long-term planning with industry leaders, product management, and software engineering to develop A.I. based subscription services as new source of revenue.

### Key Achievements:

- Acquired, closed, and retained large corporate clients including The Blackstone Group, CohnReznick, The IVE Group, and ANZ Wealth.
- Established an agile business model that allowed for profitability from Year 1.
- Embedded a digital mindset and digital capabilities at retail assets in Australia owned by The Blackstone Group.
- Put in place digital resources that resulted in an overhaul of each client's digital touch points and customer engagement.
- Developed a business strategy for the digital age for Blackstone assets to build the foundations for best in class digital marketing, data usage for business growth and new value creation, as well as improvements in process optimisation and business reporting.
- Organisational, technology, and process changes at Blackstone assets resulted in a 12.3% increase in customer engagement and a 17.7% increase in sales.

## EDUCATION

- **Digital Strategies for Business (99% pass score) - Leading the next generation enterprise**, Columbia Business School
- **Bachelor of Science - Business Administration**, International University of Monaco
- **Analytics Certified** - Google Academy

## NOTES:

Aug 2014 -  
Oct 2017

### **Co-Founder**

**LIFEABLE - SIDEKICK INDUSTRIES** (Australia, USA) - wearable technology product manufacturing start-up in the lifetech industry, focused on payment, venue access, and public transport functionalities.

Co-founded wearable technology product start-up focused on delivering payment, venue access, and public transport functionality in a single device and as a platform in order to replace the wallet.

- Oversaw product vision, business strategy, and go to market strategy.
- Established all relationships with key suppliers and card partners including Citibank, Visa, MasterCard, National Australia Bank, Commonwealth Bank of Australia, Qantas, AB Note, ST Microelectronics, HID Global, Transport for NSW, Heritage Bank, WestPac Bank, Quantum, Anytime Fitness, PayPal, Sky Worldwide Export (Shanghai), CardTek, NXP semiconductors, Goertek.

Key achievements:

- Built a team of industry leaders including product designers, brand designers, electronic manufacture managers, start-up operations, payment solution innovators.
- Manufactured prototypes
- Won proof of concept contract with Transport for NSW
- Raised pre-seed funding

Jan 2012 -  
Sept 2013

### **National Digital Strategy Manager**

**THE GPT GROUP** (Sydney, Australia) - Top 3 ASX listed Real Estate Investment Trust.

Brought on to deliver and manage shopper and customer acquisition, retention, and growth in the digital age, through overseeing the group's digital capabilities, developing business strategies for real estate assets, and implementing digital initiatives to achieve the established objectives. Embedded digital thinking across the group. Designed and implemented a leading data strategy that focused on centralising consumer data from all touch points in order to increase conversion, establishing a data mindset that became the foundation for new revenue opportunities through advertising and future customer engagement success.

- Designed & developed the group's omnichannel marketing experience strategy for retail assets, looking at the entire shopper journey (users & non-users - home, centre visit, post centre visit

NOTES:

engagement), including an integration of web, mobile, traditional marketing (print, outdoor & indoor), social media, signage, EDM optimisation, retailer relations management, large scale content management, wifi and car park technology, big data & data analytics, digital revenue, shopper profiling and behaviour tracking, delivering cost savings in research, marketing budget refocusing on digital (social, display, SEM), and Business Intelligence sharing in order to meet acquisition, conversion, and retention objectives. This also led to strategies and economies of scale across marketing & digital initiatives for all asset classes (retail, office, logistics & business parks).

- Oversaw portfolio-wide digital products, including display, mobile, search and social media.
- Accountable for a AU\$1.5million budget for digital projects.
- Delivered Phase 1 of the group's digital strategy including web, mobile apps, and wifi improvements.
- Managed client relations in regards to digital initiatives that would support their business.
- Established annual budgets for digital initiatives across the group.
- Set company-wide digital KPIs.
- Advised leadership team, the group's board, and the funds' board on business in the digital age.
- Regularly presented digital business strategy to external analysts such as UBS, JP Morgan
- Managed 5 direct reports (2 full time, 3 secondments) and 16 dotted line reports.

Key achievements:

- Developed and implemented the group's data analysis dashboard and reporting program to inform decision making, understand shopper's behaviours and profiles, enable targeted marketing, and measure ROI.
- Increased traffic to the group's key retail website by over 100% in 12 months and increased repeat customer purchase by 30%. Increased the groups reach by 550% in 12 months to 98,000 and made Highpoint Shopping Centre the most sought after shopping centre on digital media in Australia.
- Established digital revenue opportunities leading to AU\$1M in forecasted new revenue.

Jan 2010 -  
Dec 2011

**Director - Digital & Social Media**

**CONEXUS FINANCIAL** (Sydney, Australia) -

Medium sized industry leading Financial Services Trade Publishing and Events company – Nationwide and global markets, catering to the superannuation, pension funds, sovereign and endowment funds, and financial advice industries.

Leadership team executive management position responsible for and leading the online & digital strategy of the organization, including the conceptualization & implementation of websites, online communities, social media & email marketing, video production, digital delivery of all content produced, and event marketing initiatives.

NOTES:

Embedded data and new digital channels in order to increase readership (by analysing content engagement), ad revenue, event attendee satisfaction (use of mobile technology), and create value through new revenue opportunities around subscriptions and video content.

- Established social media strategy, web strategies (SEO, Mobile, UX, Content strategy, Newsletters, eCommerce), mobile application strategy, digital growth strategies, data strategy, email marketing strategies, and implemented strategies across all events and publications.
- Managed client relations for delivery of digital initiatives and recommended improvements to maximise reader engagement (inc. BNP Paribas, ING, Omgeo, State Street, BNY Mellon, Aberdeen Asset Management).
- Defined & led the delivery of marketing campaigns for events and e-commerce
- Providing staff training
- Managed team of 2 and two external development agencies (Australia/Ukraine).

Key Achievements:

- Redesigned & developed publication and events websites, increasing traffic by over 30% to each site, EDM open rates (30%) and click-thru rates (100%).
- Recommended and implemented new content strategies that improved readership and user navigation by over 100% in key markets for Top1000Funds.com.
- Developed and implemented video content strategy leading to new revenue opportunities (\$20K/video).
- Led, developed, implemented integrated event marketing campaigns (print/digital) resulting in sold-out events.
- Developed and implemented ecommerce strategy for publication subscriptions and event ticketing (previously non-existent).

Aug 2007 -  
Oct 2009

**Chief Executive Officer (CEO)**

**CLUB FIVE THOUSAND** (London / Monaco) - start-up Exclusive Social Network, targeting High-Net-Worth-Individuals. Focused on European markets. On invitation membership. Offered online & offline exclusive networking opportunities, exclusive access to luxury travel brands, and concierge services.

Brought on to provide visionary leadership and business growth. Executive position with operational, creative, business development and strategic control, reporting to the board.

- Defined and oversaw Marketing and Brand strategy – targeted marketing to drive membership growth.
- Defined and led branding, brand identity, and brand value proposition generation.
- Defined, developed, and led traditional + digital marketing strategy and implementation.

NOTES:

- Approved marketing plans.
- Oversaw product development (design, features, UX, mediums: web + mobile, ecommerce) and delivery of the social networking platform working with teams in the US, UK, and Ukraine.
- Defined and developed eCommerce strategy for membership growth, hotel bookings, partner goods & services sales, lifestyle experience package sales, and event ticket sales.
- Led social networking insights and trends and oversaw business changes as a result.
- Oversaw budget and revenue growth.
- Established, negotiated, and managed major partner relations.
- Managed a team of 8 and multiple development & creative agencies (London, Ukraine, US, Monaco)
- PR management and press interviews

Key Achievements:

- Signed on important benefit partners and oversaw relationship, guiding partners to best outcomes: The Orient- Express Group (now Belmond), Fairmont Hotels & Resorts, The Mantis Collection, Bentley Motors, Hertz, Cloud9, Jet Logic, Priority Pass, Heli-Air Monaco, The Dukes Hotel, SRD International, St James Place Wealth Management.
- Diversified revenue beyond membership fees creating opportunities representing 40% of total revenue.
- Developed & implemented social networking industry firsts: live feed; video chat; social e-commerce.
- Grew revenue from €1million to €5million through membership fees, luxury brand partnerships, social commerce, and event ticketing.

PRIOR EXPERIENCE

2006-2007	<b>Founder</b> INTERNATIONAL EMERGING TALENT FILM FESTIVAL (Monaco)
2004-2006	<b>Co-Founder - Partner</b> ADVANCED MEDIA TECHNOLOGIES (Monaco) - Pioneering digital signage and digital out-of-home advertising start-up. Oversaw business and content strategy, established content provider relationships including BBC Worldwide, won McDonald's Franchise owners contract
2001-2004	<b>Founder</b> RYERSON PRODUCTIONS (Los Angeles) - Providing directing and production services to the music video industry.
1999-2001	<b>Portfolio Manager - Technology</b> INTERNATIONAL DEVELOPMENT MANAGEMENT (Monaco) - Increased funds under management responsibility by 100% to \$100Million, returned 50% annual return on investments, increased portfolio contribution to net profits by 100%.