

CURRICULUM VITAE



Tony Smale
DHA (Massey) MBA (Henley) AECDNZ
Consultant

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ANALYSE - DIAGNOSE - PLAN - ACTION

Background

Tony is considered New Zealand's leading practitioner in innovation and culture. He has extensive experience in management, governance and consulting across a broad range of businesses and organisations. His early career was in medical and commercial science, managing both a medical laboratory and working for the Cawthron Institute as Scientist/Manager. In the late 1980s he had his first taste of economic development. In 1991, in partnership with wife Helen, he launched the consulting practice *Forté Management Management and Marketing Consultants*.

In 1999 Tony was appointed inaugural Marlborough Regional Development Trust Chairman and later in 2004 became its first Chief Executive. In 2007 he returned full time to *Forté Management*. The practice works across the private and public sectors promoting fresh thinking about innovation, marketing and management and especially the role of national culture moderated cognition and behaviour within the complex innovation system. *Forté Management's* services are specifically tailored for Kiwi businesses that want to stand out from the crowd by optimising all aspects of their business performance.

Clients have ranged from small start up businesses to national companies to public tertiary education institutions, economic development agencies and local and central government. *"Working both sides of the private/public fence gives us a pretty useful view of what needs to be done to create business success."*

Tony has completed a number of international assignments including speaking at the UNFCCC in Bonn, representing New Zealand at an OECD Forum and subsequently serving on an OECD Expert Panel. He has taken a leading role in promoting the adoption of business models, management practises and policies that recognise the unique Kiwi way of thinking and behaving and New Zealand's unique opportunities and challenges. He has fulfilled a large number of national speaking roles around innovation and management, sustainable development and economic development and innovation. Tony is an accomplished and stimulating speaker and writer on the subject of national culture, innovation, management and economic performance.

Management/Business Qualifications & Accreditations

- **Masters of Business Administration [MBA] (Including Business Finance and Knowledge Management electives)** Henley Business School, University of Reading, UK. A Grade.
- **Diploma in Health Administration [DHA]** Massey University, NZ.
- **New Zealand Certificate in Direct Marketing** New Zealand Direct Marketing Association - Merit pass.
- **Bachelor of Business Studies papers** Massey University, NZ. Papers in: Principles of Marketing, Accounting for Managers, Introductory Business Computing, Marketing Management, Introductory Business Statistics, Buyer Behaviour.
- **Accredited Economic Development Professional [AEcD (NZ)]**
Economic Development Agencies of NZ.

Professional Development (Examples)

- **Asset Based Community Development** National Facilitator Training (with Peter Kenyon - Australia).
- **Economic Gardening Practitioner** Training (with Christian Gibbons - USA).
- **Sustainability Appraisal** Master Class (with Landcare Research).
- **carboNZero Programme** consultant training with Landcare Research.

Areas of special competence

- National Culture and the impact of mental models on performance.
- Intellectual Asset Management.
- Organisation analysis, review, planning and implementation/management.
- Business case development and review.
- Policy and procedure development and implementation.
- Economic development policy, planning, analysis and implementation.
- Organisational culture analysis and management.
- Sustainable development and corporate social responsibility.
- Project and organisational analysis, co-ordination and integration.
- Organisational review (ie management audit).

Business & Professional Experience

2016	Published in peer reviewed international journal Technology Innovation Management Review " <i>Why National Culture Should Be at the Heart of Innovation Management.</i> "
2013	Published in NZ Science Review " <i>Why understanding national culture is necessary in order to understand innovation performance.</i> "
2010	Authored NZTE publication " <i>Playing to Our Strengths</i> "
2009 -	Accredited Economic Development Professional - AECD (NZ).
2008	Member EDANZ College of Practitioners.
2007	Member MORST Innovation Advisory Group.
2007	Member FoRST Accessibility and Transfer of Information from Foundation Funded Research Advisory Group.
2007-2008	Top of South TEC Tertiary Education Regional Statement Working Group.
2007	EDANZ Economic Policy Committee
2007 -	Member OECD Expert Panel on Economic Development Partnerships.
2006	Named on Foundation for Research Science and Technology's Global Expert Panel (Sustainable development).
2005 - 2008	Member NMIT Business Advisory Committee.
2005	Recipient of Regional Development Practitioner of the Year Award (Runner-up).
2004 - 2006	Chief Executive, Marlborough Regional Development Trust.
2003	Private study trip Ireland (Enterprise Ireland, Dublin).
2000 - 2003	Inaugural Chairman, Marlborough Economic Development Trust.
1999	Teaching Fellow, Massey University, Graduate School of Business.
1994 - 1999	Owner/operator with wife Helen of residential property development business

Typical Speaking Engagements

- ISPIM International Conference Brisbane Australia (2015). Received award for greatest contribution to conference success
- The New Zealand Institute of Patent Attorneys, Inc (2013 & 2014)
- Government Economics Network 2012)
- International Society of Professional Innovation Managers (Facilitator - 2011)
- Surveyors & Spatial Scientists Conference (Keynote 2011)
- New Zealand Productivity Commission (2011)
- Metals New Zealand National Conference, Wellington (2011).
- Australasian Industrial Research Conference, Melbourne (2011).
- Ministry of Research Science & Technology *Chatshop* workshop (2010).
- Canterbury Chamber of Commerce *Incite 2010*.
- Otago University *Master of Entrepreneurship* Class (2010 & 2011).
- NZBio Conference (2009 & 2010).
- Entrepreneurs Week launch function. (2009).
- Licensing Executives Society of Australia and New Zealand (2009).
- New Zealand Trade and Enterprise Board (2009).
- AJ Park Wellington and Auckland offices (2009).
- Business New Zealand Board (2009).
- MoRST Capitalising on Research and Development Action Group (2008).
- EDANZ/MED Workshop series "*Economic report cards, innovation and productivity*" (2007).
- Ministry for Environment - Sustainable Development National Seminar Series - anchor speaker (2005-2006).
- Queensland State Government State Development, Trade & Innovation Department *Leading Smart Regions* Workshops key note speaker (2004).
- OECD LEED Partnership Forum Vienna (2006).
- UNFCCC Conference, Bonn, Germany (2004).
- MED National Regional Development Conferences (2003, 2005 & 2006).
- Rotary District 9970 Leadership Seminar.