

Curriculum Vitae

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Bob Coleman, MBA, GAICD, AFAIM

Available Non-Executive Director

Overview

Bob is an experienced general manager with skills drawn from having held a range of senior positions in the Funds Management, Statutory Trustee and Banking & Finance Industries. His last full time corporate role was as Investment Risk Controller for ING Mortgage Funds from which he 'sea-changed' to the NSW Mid North Coast in August 2006.

After a five year period of self-employment in the financial services sector as both a mortgage broker and compliance consultant he purchased the franchise for Pristine Water Systems on the Coffs Coast and is in the process of building this business. Pristine Water Systems is a growing national franchise involved in the supply and servicing of water filtration systems and the maintenance of on-site water catchment systems.

Bob holds three related Company Directorships and also acts as a Trustee of a related Self-Managed Superannuation Fund. He has been a Director of a Licensed Sports Club and is a recent Graduate of the Australian Institute of Company Directors.

Throughout Bob's career he has maintained a strong focus on providing superior customer service, building sustainable business, developing others through proactive performance management and coaching, and driving increased efficiency using continuous improvement mechanisms.

He is married with two daughters aged 7 & 9. His main interests apart from spending time with his family are sailing and property investment.

Bob has twice been awarded Rotary International's highest distinction, the Paul Harris Fellow (Rotary Club of Princeton NJ) and is a Justice of the Peace.

Education

- Diploma AICD Company Director's Course
- Master's Degree in Business Administration
- Cert IV in Financial Services
- TAFE Advanced Management Certificate

Professional Associations & Licences

- Graduate Australian Institute of Corporate Directors
- Associate Fellow Australian Institute of Management
- Justice of the Peace

Senior Management Positions Held

- Managing Director – Related entity
- Investment Risk Controller - ING Australia Mortgage Funds
- Chairman - ING Funds Management Credit Committee
- Senior Portfolio Manager – Mercantile Mutual Funds Management
- General Manager, Credit & Distribution – AMAL Asset Management
- Senior Trust Manager – Permanent Trustee Company Limited
- State Treasury Manager – Beneficial Finance Limited
- Investor Relations Manager / Debenture Controller – Avco Financial Services

Consulting Record

- Rear Commodore Administration / Director – Coffs Harbour Yacht Club
- NCCP Compliance for Smart-Choice Mortgages in Coffs Harbour NSW
- Commercial Mortgage Investment Risk Management for ING Australia (after ceasing full time employment with them)
- Product Development Process Review for Factiva LLC (Princeton NJ)

Key Competencies & Skills

- People management with a focus on building high performing cohesive teams
- Relationship management with a focus on building relationships for long term mutual gain
- All aspects of business development including growth by acquisition
- Investment portfolio management and reporting
- Developing repeat business and business referral systems
- Financial management including development of operational policies and procedures
- Management of 3rd party product distribution channels
- Compliance with audit and regulatory requirements
- Quality Assurance system development and implementation
- Delivery of technical training programs
- Project management, including new systems specification and integration

Career Summary

I commenced my banking & finance career with the Commonwealth Bank and spent 8 ½ years there progressing to customer service supervisor and branch lending manager.

I spent several years in the treasury environment as a money market dealer (cash, fixed interest and SWAP's), public borrowing controller (debentures and unsecured notes) and investor relations manager. As a public borrowing controller I was responsible for preparation of Prospectuses and the associated dealings with regulatory authorities.

I migrated from Treasury to Funds Management as an institutional investor where I spent the last 10 years of my corporate finance career. My management of the ING Mortgage Investment Portfolio (\$2.3 billion) was favourably mentioned in Standard & Poor's November 2005 rating upgrade of the ING OneAnswer Investment Portfolio Mortgage Trust No. 2.

I left ING to undertake a 'sea-change' with my family, to spend time with our children in the lead up to them starting school. I continued to provide paid consulting services to the Executive Director responsible for the mortgage funds for several months thereafter while at the same time establishing my financial services consulting and property investment businesses.

The opportunity to become involved in the Pristine Water Systems franchise came at a time when I was considering a complete change away from the finance industry and I am thoroughly enjoying the many challenges of learning a new field, operating a small business and planning for its growth.

At the same time I believe I still have a great deal to offer outside of this given my experience in the areas of regulatory compliance, financial management and business development, so I am offering my services as a Non-Executive Director with a view to continuing to develop in those areas and contribute to the success of other individuals and organisations.

References

- Brent Rees – General Manager, Coffs Coast Advocate at APN News & Media – 02 6652 2522
- Brett Stene – Managing Director, Knowledgebank IQ Financial Planning Group (previously a Founding Partner of AMAL Asset Management) – 02 9259 8100
- Chris Heywood – Principal / Director of Smart Choice Home Loans – 02 6651 4711