



Ed Riley

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Max Sam

Ed Riley formed Max Sam in 1996 to help Infrastructure organizations to target, win and retain high value clients and projects in the Construction, Engineering, Maintenance and Industrial environments. Key to Ed's work is a focus on people, teams and leadership in the Project environment

Ed's work and expertise typically involves:

- ✓ Strategy Facilitation – Business Growth, securing new sectors and clients
- ✓ Bid strategy and presentation coaching
- ✓ Leadership development

Where Ed has helped clients.....

Ed worked with a Rail consortium to research, develop a bid strategy and build the relationships to secure and deliver 2 successful Alliances with a total contract value in excess of \$2 billion. This entailed strategy facilitation and coaching during the bid phase, at mobilization and through the life of the Alliance.

Ed was also retained to help a privatized public entity win its first contestable contract. This contract bid to Rio Tinto represented over 70% of group profit. In this role Ed coached the bid team; introducing customer centered models, shaped a winning bid strategy and coached the presentation team. Winning this contract was considered a key turning point for this organization as it worked through contestability and then onto privatization.

To quote the Managing Director of the above client citing the Rio Tinto bid:

“Ed continued to challenge the orthodoxy with which we approached customers, our offer and the growth of our enterprise”

Current assignments

- Strategy - Repositioning Retail and Commercial property assets for a Global REIT.
- Team leadership - Cultivating team alignment on Major projects in Health and Transport
- Bids- Working with government energy utility entering newly contestable markets
- Strategy - advice and facilitation for numerous Infrastructure consulting and contracting firms improving their client offering, bids and client retention.

Portfolio of work

Ed works with Public and Private sector Infrastructure clients such as; Downer, Leighton, Lend Lease and UGL securing contracts with clients such as ARTC, RMS, Sydney Water and TfNSW.

Prior to starting Max Sam, Ed's corporate career included 15 years with Armstrong, a US Industrial with the last 5 years responsible for growth in Asia as GM - Asia, based in Hong Kong

Strategy Facilitation – Business Growth and Project alignment

Ed facilitates Strategy sessions with business leadership teams and then coaches during the execution in market, to ensure ownership and conversion.

Ed continues to provide strategic and leadership input at the operational level, addressing;

- Business development capability and structure
- Research, Strategy, Selling and maintenance of high value clients and projects
- Priority markets, customers and projects
- Individual Client Growth plans

Bid strategy and presentation coaching

Ed is sought out for his experience at shaping bidding teams into winning teams that deliver. His unique combination of Strategy, Teams and knowledge of Infrastructure enables Ed to focus wholly on advice and coaching of a winning team undistracted by engineering and project solutions.

Leadership development

Ed's passion for Leadership development began in 1988, growing a sales organization for a listed American Industrial in Asia. Today Ed is known for his role;

- Founding and developing the widely recognized Future Business Leaders program
- Providing leadership development programs and advice to numerous organizations
- Mentoring young leaders, particularly in leadership soft skills.

So.....In search of a growth strategy for your business, looking to change the way you bid for work in new markets and with clients or looking to shape the next generation of leadership in your business, Ed is happy to meet with you.