

Alan Nelson

Alan's career spans 30 years with multi-national, Government and privatised organisations. He has held a number of CEO/general management positions in Europe, Asia, Africa, the Middle East and Australia and developed specific expertise in creating, energizing, restructuring, reorganising and repositioning organisations.

Alan has managed and created business in logistics, railways, training, marketing, tourism, engineering, manufacturing, and construction. He is formally qualified with a Degree in Economics, Post-graduate in International Trade, and has a Masters Degree in Leadership and Management. In addition, he is an ANTA accredited facilitator.

In 1992, following general management roles in Bristle and Joyce Corporation, Alan accepted the responsibility for establishing National Rail from "greenfields" in WA. This entailed moving a Government entity into a commercial enterprise in a five year time frame. The critical elements of this were business systems, operational change, business culture, commercially focused enterprise agreement and overall profitability.

1998 he formed his own consulting enterprise specialising in leadership and change, before selling it in 2002. Between 2000 and 2005 he invested in a rail business and formulated a strategic growth plan. In 2005 he accepted a joint Managing Directors role in this rail enterprise to further grow the business and to finalise an acquisition. This company grew from \$400k to \$60m in 6 years and was listed in BRW magazine as one of the fastest growing companies in Australia.

In June 2007 he completed the sale of this business to a public listed entity. Since then, he has invested and helped to establish an Executive Transport Business, consulted to the rail industry and for a challenge assisting an organization to take the musical NOSTRADAMUS to the West-End of London.

Currently, Alan is Chief Executive Officer of the Wine & Truffle Co. in Perth. Alan's role at the Wine & Truffle Co. is to grow the company to the next level and one of the key projects he is focusing on is establishing truffle hunts to expose the Australian and International public to the unique truffle adventure in the South West of Western Australia.

Alan is also a Director of DreamHOST Luxury Chauffeured Cars and Limousines which is one of Australia's fastest growing private transport and limousine hire companies.

Alan is also involved with a start up recycling business.

Alan has managed and created businesses in logistics, railways, marketing, tourism, engineering and direct marketing.

He is formally qualified with a Degree in Economics, Post-graduate in International Trade and has a Masters Degree in leadership and management.

He has been General Manager of Western Australian icons such as Bristle and Joyce Corporation and between 2000-2007 he assisted to grow his own business from \$400K to \$60M turnover and was twice listed in BRW magazine as one of the fastest growing companies in Australia.

One of his business ventures was a Western Australian icon known as Spirit of the West which was the recipient of many Gold Plate Awards and was recognized in the Tourism Awards.