

Profile Summary: Bert Franzen

General Manager

Bert is the founder and principal consultant of electAssociates, a Human Resource Capital Management firm specialising in providing his clients with managed HR service.



Bert is an accomplished Human Resource professional with extensive experience in providing high quality services to local and international clients. He has been able to achieve great results by working closely with his clients to effectively become their virtual Human Resource department. In this capacity electAssociates manages the end-to-end employee lifecycle from governance & compliance, position needs analysis, skills acquisition and talent management to outplacement.

He aligns his client's workplace policies and procedures, employment contracts, negotiates enterprise agreements and ensures his clients' are legally protected against bullying, harassment, OH&S, unfair dismissal and related business risks. Bert has worked with clients in a range of sectors including software integration, manufacturing, banking, health, telecommunications, wholesale distribution and building & construction.

Prior to establishing electAssociates in 2004, Bert worked for a variety of organisations including General Manager for Adecco's NSW IT division where he successfully managed a \$70M budget and more than 450 consultants, National Sales Manager for Sienna Technology (now Clear2pay) promoting B2B solutions throughout APAC, Senior BDM for SPL WorldGroup promoting system integration services to Australia's Financial Sector, Managing Director for Technical Logistics International (An SPL owned company) specialising in international recruitment, and Computer People as NSW Branch Manager.

Bert is currently the Chairman of both the Austrade sponsored Consensus Software Awards judging panel and the Green Technology Awards and has also participated as a Judge with Austrade's IT Secrets Software Innovation Awards..

Project Snapshot:

Bert has delivered the following projects:

- Negotiated Enterprise Agreements in the Building and construction industry.
- Helped his client achieved compliance to the National Code Of Practice in the Building and construction industry.
- Assisted in building the executive team for a major global IT Company.
- Acts as the virtual HR department for a range of companies.
- Helped a major international company develop a talent program aimed at assisting them manage their growth.
- Provided legal advice and strategy regarding a range of client based employment scenarios.
- Represented clients at the industrial relations commissions.

ACHIEVEMENTS:

- ◆ Managed various projects with budgets ranging from \$AUD100K through to \$AUD 7 million
- ◆ Strong management skills in guiding organizations through tough economic climate
- ◆ Built a successful HR consulting business.
- ◆ Strong knowledge relating to HR and skills acquisition.
- ◆ Strong Knowledge in cost estimating and change control ensuring project profitability
- ◆ Develop and Maintain excellent client relationships

EXPERIENCE:

- ◆ Direct hands-on leadership in roles including, CEO, Managing Director, Sales Director – Asia Pacific, Regional Manager, Senior Project Manager, General Manager.
- ◆ Worked to raise business capital via range of Venture Capital firms and investors
- ◆ Extensive experience in setting the HR agenda necessary to achieve organizational growth and profit optimization.
- ◆ Business acquisition and integrations including HR, due diligence and legal frameworks.
- ◆ Business integration; integrating 5 different businesses under a single umbrella enterprise