



PBN speakers

Key note address



SPEAKER: Simon Mundell

Simon is an entrepreneur through and through and believes “where there’s a will, there’s a way.” With a passion for business, Simon quickly put his entrepreneurial mindset to work and has founded and owned several companies since his mid 20s.

Simon is the Executive Director of Advisory.Works, an international consulting firm which he founded in New Zealand. Advisory.Works operates in the USA, Canada, Australia and New Zealand, and works with companies globally, assisting them to develop and execute a market leading business strategy.

Simon believes in the power of persistence and has a real-world insight into the practical application of business knowledge.

When it comes to giving valuable business advice, Simon believes that it is necessary to have been there, done that and experienced the emotional journey of owning a business.

Managing your business



SESSION: Shareholder agreement: Avoiding the common mistakes

SPEAKER: Fiona McCrimmon

Dr Fiona McCrimmon is qualified in both medicine and law and has specialised in the provision of legal services to the health sector for the last twenty years.

McCrimmon Law has an extensive client base across the country and has a wealth of experience providing specialist legal services to pharmacies and other health sector businesses and to health care professionals of all disciplines. The practice specialises in the provision of commercial and business advice, employment advice, compliance and regulatory issues, health care law and medico-legal services.

Dr McCrimmon is an Honorary Member of the Pharmaceutical Society of New Zealand Inc. and a Director of West Otago Health Limited. Dr McCrimmon is a regular speaker on health law matters and also serves on a number of committees in the health sector.



SESSION: Sticking to the knitting - how to decide what to stock

SPEAKER: John Saywell

John is a qualified pharmacist, retail scientist and the CEO of Christchurch software and consulting company RPM Retail.

The company's RPM software is used by more than 180 pharmacies and turns POS data into business intelligence reports which are used by retail managers and owners to improve their store's performance.

The RPM consulting team helps independent pharmacies with shop layouts, planograms, inventory management, strategic advice and instore coaching.

John is a regular presenter on retail best-practice, drawing on his 30 years of experience both as a retailer and retail consultant.



SESSION: What happens when customers can't find your pharmacy online?

SPEAKERS: Shane Bartle and Asa Cox

Shane is a software architect and entrepreneur with over 20 years' experience building user-friendly business applications, including 10 years working for Microsoft. Shane is the founder and owner of Storbie, a cloud-based product for creating and managing mobile friendly ecommerce websites and online marketplaces.

The Pharmacy*Place* online marketplace launched on the Storbie platform this year

Asa runs Pharmacy Digital, a company which helps businesses identify, plan and execute rapid growth activities by combining digital marketing strategy and agile business development. Pharmacy Digital provides effective digital marketing strategies, covering social media, content marketing and search optimisation.

Prior to this Asa worked in the pharmaceutical industry for 10 years, arranging licensing deals between international companies.



SESSION: Future proofing your pharmacy

SPEAKER: Atul Mehta and Paul Rickerby

Atul and Paul are Directors at Moore Stephens Markhams in Auckland and Christchurch respectively. Atul and Paul both have vast experience as business advisors, and specialise in business planning, taxation, financial reporting and due diligence. They enjoy helping businesses succeed and have experience in a wide range of industries, including pharmacy.

The Moore Stephens Markhams Pharmacy Business Development Unit has established long-term working relationships with many of New Zealand's pharmacy businesses, and is endorsed as the preferred supplier of accounting services for Guild members.

Their team of pharmacy specialists assist with accounts preparation, tax advice, budgeting and cash flow, pharmacy valuations, sale and purchase negotiations, lease negotiations, and amalgamations and mergers.





Managing your people



SESSION: Why should someone want to work at your pharmacy?

SPEAKER: Karen Baird

Karen is a consultant at Humankind's Auckland office. Humankind specialise in offering HR advice, resources and support to small and medium businesses so they don't have to set up their own HR department.

Karen has a Bachelor of Commerce in Employment Relations and Management and has worked in a variety of roles, both in-house and consulting, in industries including banking, tertiary, not for profit and IT. She has experience across the HR function from leading change management, creating and improving processes, performance management, helping create high performing teams and facilitating learning, development and focus group workshops.

Karen is passionate about supporting businesses to grow and achieve great results.



SESSION: Effective communication skills

SPEAKER: Stephen Caunter

Stephen's motto is enthusiasm, entertainment and knowledge. Ask him what his job is and he will tell you "storyteller". These attributes make Stephen a highly successful facilitator of the ANZ Business Training workshops.

These workshops cover a range of business topics and are designed to help the attendees run more successful businesses. Stephen is particularly passionate about the topics of networking, marketing and customer service.

Stephen's career with the ANZ spans over 35 years and a variety of roles. Since 2006, he has travelled the South Island presenting over 900 workshops and seminars to over 8,000 participants. He is also well regarded as a conference speaker.



SESSION: Employment issues 101

SPEAKER: Emma Griffiths

Emma is a consultant at Humankind's Auckland office. Humankind specialise in offering HR advice, resources and support to small and medium businesses so they don't have to set up their own HR department.

Emma has a First Class Honours degree in Psychology and a Post Graduate Diploma in Business Management, Majoring in Human Resources. Prior to Humankind Emma worked as an Employment Relations intern at The Warehouse Group and a Research Assistant at Massey University focusing on executive education.

Emma works hard to support her clients in a wide variety of people and culture matters, including performance management, recruitment, employment relations and people development. Emma supports Guild members with HR queries - you might have spoken to Emma if you have called the Guild's 0800 HR advice line recently.



SESSION: Embracing change in your pharmacy

SPEAKER: Toni Glass

Toni is an energetic, senior manager who loves working with businesses who want to grow their people. Her success as a facilitator is built from a wealth of practical experience and believing that with the right focus and tools, people will succeed.

With over 20 years' experience in senior leadership, operations and sales and marketing roles, Toni understands the challenges of driving a team to succeed and creating a sales culture. Toni has also worked within corporate, franchise and owner operator systems and the unique challenges and opportunities that all these bring.

Her passion is delivering outcomes through energising, motivating, and driving people to succeed.

Closing address



SESSION: Leading your pharmacy to improved performance

SPEAKER: Gihan Perera

Gihan Perera is a futurist, conference speaker, author and consultant who gives business leaders a glimpse into what's ahead - and how they can become fit for the future.

Since 1997, he has worked with business leaders, thought leaders, entrepreneurs, and other change agents - helping them with their strategy for thriving in a fast-changing world.

He has clients throughout Australia, New Zealand, South Africa, the UK, Singapore, the USA and Canada.

He is the author of "The Future of Leadership", "Fast, Flat and Free", "Out of Office", "Webinar Smarts", and seven other books.

Forbes magazine rated him the number 5 social media influencer in the world (and number 1 in Australia) in his area of expertise.
