

PROF. PHILLIP CENERE FAIM, GAICD

PROFILE

One of the youngest persons ever appointed to executive roles within universities, I'm an experienced and seasoned leader with demonstrated success in strategic management of large and complex world-class institutions. I have creative, modern, values-based leadership skills which inspire confidence and trust from colleagues and stakeholders. As an Associate Vice Chancellor (NSW) and head of the Sydney campus at CQ University, I had responsibility for overseeing campus and engagement strategies including leading and integrating operations (\$22+ million per year operation; \$80+ million in revenue), budgets, business growth and development, regional engagement, teaching and learning, research and the pastoral care of 5,000+ students and hundreds of staff. As a management and board consultant, I've advised and served alongside ASX CEOs and directors, vice chancellors, not-for-profit leaders and government departments and have been involved in the development of some of Australia's best-known institutions. I also served on the AICD's NSW Council and National Education Committee and wrote numerous articles on governance and leadership for *Company Director Magazine*.

SUMMARY OF PROFESSIONAL EXPERIENCE

Executive roles

- > CEO (2021) and Executive Dean, Australian Institute of Business Intelligence (2021 – present)
- > Specialist Consultant (Higher Education), Third Bridge Group (2020 – 2021)
- > Associate Vice Chancellor (NSW region) and Head of Campus (Sydney), CQU (2016 – 2018)
- > Associate Dean (School of Business) - The Uni. of Notre Dame (Sydney) (2010 - 2016)
- > Senior Lecturer & Coordinator (Public Relations) - The Uni. of Notre Dame (Sydney) (2010 - 2016)
- > Register of Experts, Tertiary Education Quality and Standards Agency (TEQSA) (2014 – present)
- > Guest Lecturer / Tutor (Faculties of Arts & Business) – UTS, Macquarie University, University of Wollongong (2006 – 2009), University of Adelaide (2020 – 2021)
- > Managing Director – edXperts (Engines of Success Pty Ltd) (2008 – present)
- > Contributor / Features writer – various business and trade publications (2002 - present)

Boards and committees

- > Industry Advisory Board, Early Birds Marketplace (2020 – present)
- > Advocacy and Engagement Committee, Banking and Finance Oath (BFO) (2020 – 2021)
- > Non-executive director, RDA Sydney (2018 – 2021)
- > Finance Committee, Banking and Finance Oath (BFO) (2019 – 2020)
- > NSW Council, Australia China Business Council (2017 – 2019)
- > National Education Advisory Committee, Australian Institute of Company Directors (2016 – 2020)
- > Chair of various committees, CQ University (2016 – 2018)
- > Non-executive director, Centre for Disability Studies (2015 – 2016)
- > Remuneration Committee, National Congress of Australia's First Peoples (2014 – 2015)
- > NSW Council, Curriculum & DPD Comms., Australian Institute of Company Directors (2012 – 2015)
- > Teaching and Learning & International networks, Australian Business Deans Council (2012 – 2016)
- > Various University and School committees, The University of Notre Dame (Sydney) (2010 – 2016)
- > NSW Council, Association for Tertiary Education Management (2012 – 2013)
- > NSW Council, Public Relations Institute of Australia (2010 – 2013)
- > National Board & NSW Council, Nutrition Australia (Australian Nutrition Foundation) (2010 – 2011)
- > Academic Board, University of Technology, Sydney (2003)

EDUCATION

- > PhD, University of Sydney (present)
- > Masters in Journalism, UTS (2004)
- > Bachelor of Media, Macquarie University (2002)

RÉSUMÉ, 2022

CONTACT

☎ Mobile: 0415 124 877

✉ phil@cenero.com.au

🌐 <http://au.linkedin.com/in/cenero>
www.cenero.com.au

PROFESSIONAL DEVELOPMENT

- > Leaders of Learning, Harvard University
- > Business Strategy, Wharton School
- > Company Directors Course, AICD
- > Finance for Non-Finance Managers, CQU

INDUSTRIES

Education, healthcare, media and communications, information technology, banking and finance

KEY COMPETENCIES

Governance principles	☆☆☆☆☆
Strategic planning	☆☆☆☆☆
Managing people	☆☆☆☆☆
Risk management	☆☆☆☆☆
Marketing / PR	☆☆☆☆☆
CSR / Sustainability	☆☆☆☆☆
Not-for-profit	☆☆☆☆☆
Financial	☆☆☆☆
Remuneration	☆☆☆☆
Enterprise resource plan.	☆☆☆☆
International	☆☆☆☆
Legal	☆☆☆
CEO succession planning	☆☆☆

RECENT PUBLICATIONS

- > *"The Art of Best Practice: University governance and philanthropic donations," Company Director Magazine*
- > *"Back to School", Company Director Magazine*
- > *"Executive Turning Point", Company Director Magazine*
- > *"The Risks Worrying Uni Directors", Company Director Magazine*
- > *Communication Skills for Business Professionals*, Cambridge Uni. Press

OVERVIEW OF EXECUTIVE ROLES

Executive Dean and Professor (2021 – present) CEO (2021), Australian Institute of Business Intelligence

Reporting to the board of directors, I was responsible for managing the strategic, operational and financial functions of the higher education provider including overseeing the academic and professional teams, regulatory compliance, risk management and business development.

As CEO, I established AIBI's positioning in the sector and worked closely with marketing and student recruitment specialists to develop a unique selling proposition (USP) for the Institute. I also Chaired the Institute's Executive Management Committee and served as a member of the Academic Board and Audit and Risk Committee.

Specialist Consultant (Higher Education), Third Bridge Group (2020 – 2021)

With offices in key capital cities worldwide, Third Bridge offers human insights and unfiltered market intelligence to private equity firms, hedge funds, and consultants across the globe. By managing the world's investment insights, Third Bridge identifies and interprets the context, narrative, causality, connection and meaning in data or events, helping clients find the "signal in the noise." As a specialist consultant, I advise international clients on investments, governance, management and strategy with a particular focus on Asia Pacific and the edu-tech and education sectors.

Associate Vice Chancellor (NSW region) and Head of Campus (Sydney), CQ University (2016 – 2018)

I joined CQU (a dual sector university) at a time of low staff morale and poor investment in the NSW region. I was told that Sydney was "a bus in low gear and to put it into high gear!" I initiated a major change management program including the creation of a 5-year strategic plan to further the University's broader vision and mission and advocated for the needs, resources and opportunities of NSW to the wider University community through collaboration with the Vice-Chancellor and members of the Senior Executive Team.

My responsibilities included leading and integrating operations (\$22+ million per year operation; \$80+ million in revenue); managing budgets; identifying business growth and infrastructure development opportunities; overseeing internal and external stakeholder engagement; utilizing and strengthening relationships across the University's Divisions including VET, Higher Education, International and Services, and Student Experience and Governance.

I created a high-performance team environment – providing induction, mentoring, guidance and career planning for staff; undertook probationary and performance management processes; and allocated and monitored workload. I also Chaired the NSW region teams and committees.

KEY ACHIEVEMENTS

- > Student numbers skyrocketed by 50%
- > Significant improvement in staff VOICE survey results (by mid-2018, Sydney outperformed national results in every category with zero red flags)
- > Creation of new Sydney Health Clinic
- > Refurbishment and expansion of campus including new floors
- > New study hubs in regional NSW (e.g. Broken Hill and Goulburn)
- > Creation of Social Innovation Hub / Incubator
- > Creation of MBA and HDR spaces
- > Creation of Pathways to Success and Executive Coach in Residence programs
- > Established Regional Engagement Committee and Chaired several university committees
- > Roll out of open learning and executive education programs
- > Managed several emergency situations
- > Established Learning and Teaching Week and Excellence in Research Week
- > Established key strategic partnerships with leading organizations (e.g. CPA, ATEM)

At CQ University I was Chair of the following NSW committees:

- > Academic Growth and Development Team
- > Operational Leadership Team
- > Campus Life Committee

FELLOWSHIPS & MEMBERSHIPS

- > Australian Institute of Company Directors
- > Australian Institute of Management
- > Australia China Business Council
- > Committee for Economic Development (CEDA)
- > Association for Tertiary Education Management
- > The Ethics Centre

TESTIMONIALS (360° FEEDBACK WITH EXECUTIVE COACH)

- "Altruistic"
- "Clear headed view"
- "Efficient and reliable"
- "Articulate"
- "Honest and direct"
- "Committed / dedicated"
- "Passionate and driven"
- "Hard working"
- "Dependable"
- "Good sense of humor"
- "Friendly personality"
- "Open minded"
- "Broad knowledge"
- "Focused and driven"
- "Attention to detail"
- "Wants to bring change"
- "Always thinking and seeking good advice"
- "A comfortable leader"
- "Explains why we're doing what we're doing"
- "Open communicator"
- "Authentic"
- "Energetic leader"
- "Entrepreneurial"

CONFERENCES CHAIRED / ORGANISED

- > Future of Work in Asia Pacific's Financial and Technology Industries (CPA)
- > Future of Higher Education Forum (CQU, CPA and ATEM)
- > Leadership Breakfast: My Career as a Leader (AIM)
- > Risks and Rewards: Future of the Tertiary Education Sector (AICD & ATEM)
- > Corporate Social Responsibility Summit (CPA & UNDA)
- > The New Silk Road: Creating a Route Map for Australian Businesses Heading to Asia (AICD & PWC)
- > Directors' Briefing: Expecting the Unexpected (AICD)
- > Good Governance for the Tertiary Education Sector (NAB, AON, Technology One, ACU, AICD & ATEM)
- > MAPExpo (UNDA)

- > Regional Engagement Committee (Deputy Chair)
- > OHS Advisory Committee

I was also a member of the following senior leadership committees:

- > Vice Chancellor's Advisory Committee
- > Student Participation and Retention Committee
- > Engagement and Campuses Committee

Associate Dean (School of Business) and Senior Lecturer (Public Relations), The University of Notre Dame (Sydney) (2010 – 2016)

As the Associate Dean, I was responsible for the business development and management of the day-to-day operations of the School with responsibility for the oversight of academic programs and student care including promoting strong professional linkages between the School and external stakeholders.

KEY ACHIEVEMENTS

- > Advised on the review and upgrade of the University's LMS, SMS, Finance and HR systems (including vetting and analyzing vendor proposals), enterprise bargaining and internal communications
- > Working closely with the Dean and staff to double the School's enrolments
- > Twice recipient of University Letter of Commendation for Teaching Excellence
- > Recognized through the Federal Government QILT assessments as one of Australia's leading business schools

Managing Director, edXperts (Engines of Success Pty Ltd) (2008 – present)

A consultancy specializing in corporate governance, education management, risk management, issues and crises communication, CSR / sustainability and stakeholder engagement. We've serviced government departments, commercial and not-for-profit entities.

A sample of clients include: Third Bridge, LEK Consulting, International College of Management Sydney (ICMS), Tertiary Education Quality and Standards Agency (TEQSA), Pacific College of Technology, Pearson Group, McGraw Hill and Cambridge University Press.

Audited Governance Institute of Australia, Macleay College and Queensland Institute for Business and Technology.

Australian Institute of Company Directors (2012 – 2020)

I was elected to the NSW Council of AICD in 2012 where I served alongside other experienced executives including the Chairman of Macquarie Group and directors of Origin Energy, CSR, Myer and Suncorp.

AICD is committed to strengthening society through world-class governance and is the independent and trusted voice of governance, building the capability of a community of leaders for the benefit of society. AICD has over 45,000 members including directors and senior leaders from business, government and the not-for-profit sectors.

I also served on the National Education Advisory Committee, responsible for overseeing the institute's flagship Company Directors Course and other educational programs, as well as serving on the AICD's Director Professional Development Committee.

I wrote numerous articles for Company Director Magazine and organized and chaired several conferences for the institute, including a series of summits on good governance in tertiary education.

RESEARCH

Since an early age, I've been interested in the study of film and television combining practice and research including:

- > Completing a PhD on cinema and screenwriting at Sydney University
- > Completed Producing and Production Management certificates and worked on several projects with the Australian Film Television and Radio School (AFTRS)
- > Numerous articles published with the Australian Teachers of Media (ATOM)
- > Interviewed filmmakers and wrote reviews for Encore, Inside Film and Metro journals
- > Guest lecturer in film, television and media studies at Wollongong University
- > Member, Research and Ethics Committee (UNDA)

INTERNATIONAL EXPERIENCE

- > Led negotiations with international delegations (including from China, United Kingdom and United States) on cross-institutional collaborations involving study tours, research and student exchange
- > Head of Campus for CQU Sydney – large student cohort from Asia; hosted events for international student agents
- > International Network member, Australian Business Deans Council
- > NSW Council member of the Australia China Business Council – frequently met with senior leaders and ambassadors
- > Delegate, Association of International Educators (NAFSA)

AWARDS

- > Twice recipient of the Vice Chancellor's Commendation for Teaching Excellence (UNDA)
- > Best Online Feature Award (UTS)
- > Nominated for Australian Publishers Association (APA) Educational Publishing Awards

COMMUNITY SERVICE

- > Vinnies CEO Sleepout, St Vincent de Paul Society Australia
- > Justice of the Peace (NSW)