

Bruce Cotterill

Transformational Business Leader, CEO, Entrepreneur

From launching his own computer company at the age of 22, to leading one of New Zealand's biggest ever debt restructure programmes as CEO of Yellow Pages Group, Bruce Cotterill describes his career as a 'vertical learning curve'.

Bruce Cotterill is a CEO and company director who has excelled in a number of dynamic sectors and in a range of extremely demanding change-oriented roles. He's had leadership roles in all sorts of organisations and all sizes - from 3 people to 3,500, with revenues from 0 to \$800 million.



He is a 'transformation leader' with extensive experience across a range of industries - notably media, property and retail - and a variety of ownership models, including public company and private equity.

A passionate leader of change, Bruce is committed to business performance improvement. He has continuously delivered vastly improved results for organisations by focussing on enhanced personnel engagement and improved customer orientation.

As a CEO Bruce has lead turnarounds at real estate group Colliers, Kerry Packer's ACP Magazines, and iconic New Zealand sportswear company Canterbury International. Originally a Board Director at Yellow Pages Group, in 2008 he was asked by shareholders to step in as CEO to lead the company through a period of dramatic change, whilst also leading the restructure of the company's \$1.8 billion of debt.

Bruce Cotterill was also one of the youngest ever participants at Stanford University's prestigious Executive Programme.

As a speaker and consultant, Bruce Cotterill is a highly regarded business communicator and assists organisations to maximise their profitability through what he calls "The 7 Principles of Profit". He is one of New Zealand's leading conference keynote speakers, a wonderful storyteller who adds humour and inspiration to his presentations.

Bruce's presentations are entertaining and full of useful, memorable content - ideas and tools that you can put into effect immediately.

Bruce Cotterill talks about:

- The Profit Zone - how to understand the 7 Principles of Profit and put them to work for your business
- Customers for Life - why is it so hard to get your people to deliver a great customer experience?
- The Greatest Question - 9 simple steps to effective leadership
- Vertical Learning Curves - the opportunity offered by change
- Treehouses And Chocolate Bars - how a little Kiwi company with a \$2 million budget won advertising's biggest prize (twice)!
- The Profit Zone - How to understand the 7 Principles of Profit and put them to work for your business.

Client Testimonials



Bruce's presentation contained the key elements of leadership and profitability we were seeking. Critical business philosophies succinctly expressed.

The Professionals



Excellent presentation - a first class performance. Your mix of humour with business experience makes the principles and suggestions you put forward both credible and easy to understand. The manner in which you can take reasonably complex management principals and reduce them to "why haven't we been doing this for years" material for participants, stamps you as very rare in today's business speaking world.

Stadium Australia



Your message was right on target and was well received by the audience. I thought you would be interested to know that your presentation received the highest rating of any over our three day conference.

Partner, Chartered Accountants



The success of the day was primarily due to your presentation and guidance through the day.

Real Estate CEO



Excellent!! One of the best people I have heard speaking in a long time.

Conference Organiser



Bruce's clever use of visual examples of change effectively communicated his message

Conference Organiser, Banking



Bloody Fantastic. Humour was good – Great material. Excellent and well presented.

Construction Industry CEO

Client Testimonials



I commend the way you delivered your message in a clear and straight to the point style. Obviously your extensive coal face experience throughout Australasia gives you both the platform and commitment to your 'service passion'

Real Estate National Training Director



I found your comments inspiring and was so pleased that our managers did too, as you covered points on systems that I have been trying to bring to their attention.

Commercial Marketing Consultant, Real Estate



The content and delivery of the seminar was of a very high standard and provided the attendees with some meaningful and relevant information to take away and use in their business activities

Real Estate, Deputy Chief Executive

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