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Max Franchitto is the Founder and Managing Principal of MGF Consulting Group (est. 1999) with its office firstly in Sydney and since 2003 in Adelaide.

Prior to establishing MGFCG, Max gained his experience (25+ years in executive management) with significant achievements in the financial services industry.

He has extensive experience in General management, Distribution channel management, Marketing and CRM issues within financial services, particularly in the financial planning sector. Max was responsible for revenues in excess of \$300m in his last two executive roles and a number of management divisions within the organisations.

Max consults to a wide variety of industry sectors based on his experience in business performance improvement, strategic management, Corporate Governance and mergers and acquisitions, his clients inevitably come back given his work ethic and dedication to the tasks he performs.

Max holds a Bachelors Degree (Flinders Uni. SA.) in Politics & Economics, an MBA (University of SA & Macquarie GSM). He holds a Graduate Diploma in Legal Studies (UNSW Law School) in Corporate Governance, Contracts and IP Law. He received the Macquarie University, Graduate School of Management "Brambles Management Prize" (1995), he attended Harvard Business School (Boston, MA) to specialise his studies in Service & Customer retention management.

He has been a past Fellow of the Australian Institute of Management (SA) and a Fellow Certified Practising Marketer (FCPM) with the Australian Institute of Marketing. He is an assessor in the Masters of Applied Finance at Kaplan Professional Education.

Max has held a number of Directorships, including Chairman on Not-for-Profit Boards.

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