



MAX FRANCHITTO B.A, MBA, Grad Dip. Legal, F Fin, FCPM., FAIM.

Max's career has been dominated by Executive roles in Operations management as well as Sales and Marketing management, within the Financial Services industry, in particular Life Insurance, Funds Management and General Insurance.

Since establishing MGF Consulting Group in 1999 Max has consulted on projects with Top 500 companies, many Australian financial services licensees, plus a number of medium to large privately owned businesses in a variety of industry sectors. Max has been the author/researcher of the Top 100 SA Company Index for In-Business magazine since 2004, this gives him a deep insight into businesses in SA in particular.

Max has been developing solutions in Marketing, Business development and Strategic Management for organisations to adopt and achieve sustainable competitive advantage in their respective marketplace. His research and practical hands on experience, allow his consulting practice to focus on helping Sales and Marketing driven organisations in linking Growth & Profit with Customer Satisfaction, Loyalty and Value, within a Business-to-Business or Business-to-Consumer environment.

Max's achievements have gained him a reputation for being able to help build strong business to business relationships. His ability to advise on the development and implementation of Marketing and Service Management Strategies have gained him credibility as a source of knowledge and as a business development expert, within most industry sectors. He has been published in many industry publications on subjects relating to strategy, governance, business growth and customer relationship management.

He is also a Board advisor on matters of strategy, planning and corporate governance.

His academic achievements include a Bachelors Degree (Flinders Uni S.A.) in Politics and Economics, an MBA (Uni of SA) majoring in Strategic Management and Marketing, a Graduate Diploma in Legal Studies (UNSW Law School) with majors in Contracts, IP Law & Corporate Governance.

Max was a recipient of the Macquarie University, Graduate School of Management "Brambles Management Prize" for Management Consulting & Research and has attended Harvard Business School (Boston, MA) to specialise in Service Management Strategies. Max is part of the teaching faculty at Kaplan Professional (Australia), he also delivers lectures in Advanced Management Program Nationally and Internationally.

Max has also been a Non-Executive Director (and past Chairman) of a number of Not-For-Profit Boards and makes himself available for Board positions in the commercial sector.