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*Incorporating Olympic Communicators
Under licence from the Australian Olympic Committee*



TOM POTTER

Innovator and Leader

“People, Persistence and Success”

Tom Potter is Managing Director and founder of Australian owned Eagle Boys Dial-A-Pizza and in his late 30's heads an expanding \$100 million plus pizza empire across Australia and Asia.

Tom left school at 15 to become an apprentice baker but found himself jobless at 23. In 1987 he borrowed the money to open his first pizza shop in Albury, New South Wales. Today he has built his business to over 145 stores throughout regional and metropolitan Australia, basing stores across Queensland, Victoria, New South Wales, Western Australia and ACT.

The Eagle Boys enterprise employs over 2,300 full-time and part-time employees.

Tom has set down an ambitious national and international growth strategy for Eagle Boys in the next five years with a focus drive into Victoria and the Asian markets. This following building a 40 store network in New Zealand in only a few years, winning the majority of the market, and selling the operation to a multinational and the proverbial “offer that was too good to refuse”.

Eagle Boys was awarded the FAANZ Award for Master Franchise of the Year in 1996 and has collectively won the New South Wales and Queensland Retail Franchise of the Year in 1996, 1997 and 1998.

Eagle Boys now remains one of the only wholly Australian-owned and originated fast-food companies, both competing against a majority of offshore-owned fast-food operators in Australia but also exporting its expertise to other countries.

In 1994, Tom Potter was named the Australian Young Business Person of the Year by the Australian Financial Review, entitling him to a scholarship to attend Harvard Business School. He completed a three-year OPM Executive Education Degree and graduated Valedictorian of the 1997 class.

Tom is a keen sportsman and a past member of the Board of Ports Corporation (Queensland), Wallace Bishop Jewellery, the Committee of Brisbane, a fellow of the Australian Institute of Company Directors and a member of the Young Presidents Organisation (International).

TOPICS:

- ◆ People = Success
- ◆ Change – It's with us forever, deal with it.
- ◆ How to work out “What Customers Really Want”.
- ◆ The Story of Eagle Boys.
- ◆ Guerilla Marketing and Relationship Marketing
- ◆ How to Beat the Big Boys
- ◆ Global application for your business
- ◆ Hard Nose Retail - Life from the Edge

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Tom started his business life with only a basic education behind him, no money and no mentor.

How did he achieve so much in only a few years in one of the most competitive industries in Australia?

How did he become Australian Financial Review Young Business Person of the Year? Why was he chosen to deliver the Valedictorian speech on behalf of his graduating class at the world famous Harvard Business School.

As a result of his aggressive and creative marketing Tom's took on the multi-national Pizza Hut Corporation in a Federal Court battle over who really is Australian in this industry. Eagle Boys won the case and received nation wide support and press and media coverage.

CLIENT FEEDBACK

"The feedback for your session was outstanding."

Australian Financial Services

"It was, without doubt, one of the most stimulating presentations and discussions from a guest speaker in recent times."

The University of Queensland

"I wanted to thank you personally for your valuable contribution to the inaugural Lion Nathan Australia National Sales Conference."

Lion Nathan

"We would like to give our sincere thanks and congratulations for a terrific address at our recent breakfast meeting."

Franchise Council of Australia Ltd

"Your presentation was very well received, and enjoyed by all. Many commented on your 'real world' approach."

YPO International Convention

"Thank you again for a fantastic presentation. We look forward to working with you for our future events."

Queensland University of Technology

"Your delivery and address was very motivational, stimulating and was greatly appreciated by our members."

Clubs Queensland

"Tom fitted into our needs. It was good to see someone who was able to connect to the resellers"

Dick Smith Electronics

"Tom was the exact person that we were looking for at a CEO event. Tom was able to connect with his peers and tell his story in a no-nonsense manner. After the session I spoke with many of the delegates and everyone agreed that Tom was one of the best presenters at the summit."

Capitis Group

“Excellent! Good mix of business stories & humour, Well suited to our audience. Made a number of key points as per the brief and kept the delegates attention.”

Tyrepower