



*Peter Gianoli*

Peter Gianoli is the Managing Director of D Management Pty Ltd, a sales and marketing consulting company specialising in assisting entrepreneurial companies getting their product to market.

Once at market Peter works closely with clients in implementing client acquisition strategies, client conversion strategies and repeat client purchasing.

Through countless consultancies in which Peter has conducted directly, Peter has developed an excellent perspective on the changing nature of the property and construction sectors, and the business to business marketing required to achieve success.

**Amongst D Management's numerous clients the following are of the highest profile and involve the consultancy of Peter Gianoli directly.**

**Mirvac** – an Australian ASX Listed company involved in commercial, infrastructure and residential apartment sales, construction and marketing. National Sales and Marketing consultancy.

**ABN Group** – Property Investment arm establishment, branding and sales recruitment and training.

**Stratco** – an Australian hardware chain where Peter consults to the marketing team.

**Western Australian Tourism Commission** – helped establish and implement The Best on Earth in Perth program.

**The Sumich Food Group** – Establishing a pesticide free marketing and sales initiative.

**MD Honey** – the marketing release of medicinal grade Manuka Honey.

**Sleepmed** – launch of sleep medicine clinics into Singapore.

**Mundella Foods** – Specifically establishing a retailing foothold for yoghurt and dairy based products. Followed up with a strong consumer online campaign.

**Eataly Alti Ciba (Dubai)** – Customer Relations training with staff and suggestive upselling.

**Fini Olive Oil** – Branding and launch.

**Bunker Bay Resorts** – Branding and launch. Staff training on customer service and upselling.

**Western Meat Packers Group** – push into SE Asia.

**Narrogin Agricultural College** – Branding of farm fresh butchering products.

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**NKF Singapore** – Telemarketing establishment and training.

**Curtin University** – Orientation Day revamp and training.

**Corporate Express** – a retail and wholesale office supply giant utilizing Peter to establish in store marketing and customer retention

Because of Peter's extensive marketing experience, he is in high demand in a number of consulting roles and serves on a number of boards and committees as the voice of Marketing.

Peter's popularity has led him to a guest speaker stint with the National Speaker's Circuit in the **USA** as well as multiple consultancies in **Dubai, Indonesia, Malaysia** and **Singapore**.

Peter specialises in conducting sales and marketing strategy services for corporations seeking a point of difference and market penetration.