



Greg Baker

ASSOCIATE DIRECTOR



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EDUCATION

- BE (Hons) Chemical- Monash University
- B Commerce- University of Melbourne
- GAICD- Australian Institute Company Directors



PROFESSIONAL EXPERIENCE

Strategy and Corporate Development

- Strategic advisor to Aurizon in relation to the Intermodal rail business.
- Leadership of the strategic planning function of Pacific National Rail (>\$1b pa)
- Led development of strategic plan for AWH (logistics).
- Head of strategy for Exxon Mobil/Orica JV (Qenos). Developed business case for rationalization of manufacturing plants/feed conversion.
- Advisor to both Federal and Victorian state Governments on Inland rail project.

Commercial

- Negotiated multiple complex rail logistics contracts with customers including BlueScope Steel, OneSteel, Toll, Linfox, K&S, and others. Individual contracts valued at up to \$1billion.
- Led negotiation on behalf of a water utility with major industrial customer for a critical trade waste agreement that was stalled.
- Delivered innovative commercial solution to Murray Irrigation and Snowy Hydro enabling customers to borrow against future water entitlements.
- Commercial advisor to CEO of newly formed Southern Ports (WA) re pricing and commercial structures .
- Led Sales and Marketing at Qenos to achieve 80% market share of the Australian polyethylene market.
- Negotiated sale of Qenos Polypropylene business unit.

Business leadership & operations

- As director of Aurizon Interstate Intermodal business unit led the 150+ person team through the final 12 months of operation and business closure- with no injuries, no industrial action, on time and on budget.
- Head of Pacific National Rail operations planning and optimization.



OVERVIEW

- Greg is an experienced consultant providing strategic and commercial advice to a wide range of asset intensive companies in the manufacturing, logistics and utilities sectors.
- He brings more than 30 years' senior executive line management experience in plastics and chemicals manufacturing and marketing, and rail freight and logistics.
- His primary interest is in delivering outstanding strategic and commercial outcomes within a B2B environment.



EXPERTISE

Industry

- Manufacturing- petrochemicals and plastics
- Freight & logistics
- Utilities

Functional

- Strategy & Planning Advisory
- B2B Marketing & Sales
- Commercial contracts