

# ADAM THORP

## JMA Strategic Advisor



Adam began partnering with JMA in 2014. He offers the smarts and insights accrued over a 20-year career focussed on business development executive leadership.

In demand as one of the sector's most experienced specialists and thought leaders in revenue performance improvement, Adam's strategic bid and tender wins have resulted in over \$1B in revenues for clients.

He has grown businesses by creating high value to drive demand for large-scale complex solutions and professional services offerings, as well as provided advisory services on revenue generation strategy to many public and private organisations.

Adam has successfully implemented go-to-market development initiatives across a broad range of global and local organisations spanning diverse industries.

A focus is on optimising team dynamics, technology and business processes to deliver the best results, while managing relationships in the most effective way to maximise business opportunities and execute strategy has delivered outstanding results for clients.

Over the years, Adam has consulted to, and advised, some of the world's largest organisations on growth strategies, sales effectiveness, operational framework innovation and margin growth.

In his roles as the Managing Director of TRED and previously Huthwaite, Adam designed and implemented numerous BD, account management and sales effectiveness

transformation projects for leading organisations in professional services, financial services, IT, and manufacturing.

Adam has also managed the BD departments of two large Australian law firms.

His impressive achievements for professional services clients include:

- complex, major opportunity pitch/bid management
- strategic and key client relationship facilitation, including CRM program integration and implementation
- sales infrastructure, capability and enablement, including technology deployment
- strategic efficiencies from process re-design and improvement
- business opportunity and needs analysis
- go-to-market strategy and planning
- revenue growth program design, including BD strategy design and implementation, and campaign management
- team building, management and development, including training and coaching.

### Talk to Adam

 +61 (0) 417 584 599

 +61 (0) 2 9300 6439

 [abt@julianmidwinter.com.au](mailto:abt@julianmidwinter.com.au)

 [au.linkedin.com/in/adamthorp1](https://au.linkedin.com/in/adamthorp1)

**julian**  
midwinter  
& Associates Pty Ltd