

# Simon Court

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[Video Introduction](#)

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## Global Executive Spearheading Strategy Implementation & Operational Excellence

Strategic Planning & Execution  
Operational Excellence Across Multiple Domain  
Adaptability and Proactive Problem-Solving  
Innovation & Design Thinking

Financial Modeling & Oversight  
Sophisticated Project Management Skills  
International Cross-Functional Team Leadership  
Adv. Relationship & Stakeholder Management

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### RELEVANT EDUCATION

Graduate Diploma Innovation and Design Thinking  
Bachelor of Business Administration  
Executive Certificate – Diversity and Inclusion  
Graduate Certificate – Marketing Strategy

| **Emeritus University** (Columbia, Dartmouth, MIT)  
| **Cornell University**  
| **Cornell University**  
| **Cornell University**

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### RELEVANT CERTIFICATIONS

AI For Business Specialization  
Business and Financial Modelling Specialization  
Azure AI Fundamentals AI-900 Specialization  
Microsoft 365 Copilot  
Project Management Professional Specialization  
Business Intelligence Professional  
Creative Thinking Specialization

| **Wharton University**  
| **Wharton University**  
| **Microsoft University**  
| **Microsoft**  
| **Google**  
| **Google**  
| **Imperial College London**

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### PROFESSIONAL EXPERIENCE

#### VP/HEAD OF ADVISORY PROGRAM AND PARTNERSHIPS,

Jan 2022 – Jan 2024

New Zealand Trade and Enterprise (NZTE) | Los Angeles, CA

[Case Studies](#)

- Promoted to expand strategic partnerships and advisory, achieving a \$1 billion regional target.
- Doubled network output within 12 months through technology-driven process enhancements.
- Globalized advisory program by creating a central digital platform enabling rapid contextual search and access to advisors in more than 50 countries.
- Executed a distributed team strategy across the US, increased decision speed by 500%, accomplished \$2 million in savings, and deployed globally to nine regions and 50 teams.
- Outperformed targets in growth and satisfaction, growing the budget to over \$1 million and closing within 2%.
- Partnered with senior executives and cross-functional teams to ensure technical and operational needs were aligned globally.
- Increased advisory recruitment success by more than 50% through global communications strategy, onboarding, PR, and relevant tools.
- Navigated a complex global organization, building world-class programs, introducing significant technology changes, and advising foreign governments on their programs.

#### HEAD OF STRATEGY AND PROJECT MANAGEMENT DEI (ADJUNCT ROLE),

Dec 2018 – Sep 2023

New Zealand Trade and Enterprise (NZTE) | Los Angeles, CA

[Case Studies](#)

- Engaged by the CEO to research and design a global DEI program across 50 countries and 40+ languages.
- Forged strategic alliances with the CEO and his team, providing mentoring and guidance on complex DEI topics.
- Implemented a multi-channel communications plan, pivotal in building trust and achieving a 73% response rate.

- Facilitated data-driven and design-thinking methodologies across thousands of lines of contextual feedback, 30 focus groups, and complex survey data.
- Achieved recognition from Out&Equal and OutRight International. Won 2021 NZ Diversity Awards.
- Drove the ongoing global DEI program strategy, which resulted in the recruitment of a DEI FTE, regional DEI leadership program, central council, and agency-first ERGs.
- Resolved harsh survey feedback with the CEO tactfully and ensured a sense of psychological safety.

**VP/HEAD OF SERVICES,**

**Apr 2018 – Jan 2022**

New Zealand Trade and Enterprise (NZTE) | Los Angeles, CA

[Case Studies](#)

- Promoted to integrate a suite of independent services to increase team capacity and create better cross-functional collaboration and greater client impact.
- Navigated immediate needs and skills gaps by introducing internationally distributed teams.
- Directed 20+ projects simultaneously, streamlining processes with software such as Monday, Asana, and Teams.
- Realized an 80% reduction of inbound questions by developing artifacts, training materials, and tools.
- Amplified efficiency and productivity by over 50% via a distributed decision-making framework.
- Excelled at team mobilization and empowerment, establishing an in-house agency model of excellence, increasing NPS from 45 to 90.
- Facilitated, designed, and deployed new services and operating models in response to a 300% increase in client and team needs.

**VP/HEAD OF ADVISORY / CHIEF OF STAFF**

**Mar 2015 – Apr 2018**

New Zealand Trade and Enterprise (NZTE) | Los Angeles, CA

[Case Studies](#)

- Hired and brought to the US to revitalize and scale a previously dormant advisory program in North America.
- Identified core challenges and limitations rapidly, achieving a 2,500% increase in engagements and expanding the advisor network by 1,400% within two years.
- Increased experience and efficiency 100x by pioneering the development of a digital global contracting system.
- Transformed sentiment internally and externally through research, rebranding, crafting a compelling story, and a public relations campaign.
- Forged partnerships with key industry players like the Nasdaq Entrepreneurs Center, UCLA, NYU, and incubators.
- Partnered with CEO to create organizational culture code and 'characters,' which quickly became the vision for the organization globally.

**SENIOR ACCOUNT DIRECTOR,**

**Sep 2012 – Mar 2015**

Contagion | Auckland, New Zealand

- Recruited from Australia to collaborate with the CEO and agency leadership to develop and execute winning pitch strategies and grow client spending.
- Accomplished a 90% win rate on new pitch work through project management, effective communication, and eliminating wasted time by creating a content slide library to optimize pitch development by 20%.
- Expertly nurtured client relationships across diverse accounts. Significantly increased client work through partnership, managing numerous budgets, projects, SoWs, RFPs, and pitches simultaneously.

**Other Relevant Professional Experience**

**SENIOR ACCOUNT MANAGER** | Ogilvy (Directed complex multimillion-dollar account for Australia's largest dept store).

**ACCOUNT MANAGER** | DDB (Led multiple cross-functional accounts. Won MADC Award for best direct mail).

**FOUNDER** | Life4U Wellness (Corporate Wellness; grew participation 200% YoY).

**SENIOR WORKPLACE TRAINER** | Salmat/Salesforce (Developed programs for diverse contact center teams).

----- **BOARDS / VOLUNTEERING** -----

Advisory Board Member | **Rutgers University**  
LifeWorks Youth Mentor | **LA LGBT Center**

DEI Counsel | **SaaS Sales Leadership**  
Entrepreneurship Mentor | **StartOut**