

2020 Exchange | Chair Biography

Kevin Moore

"If your business isn't growing, then it's dying. You just don't yet know the date that it will fail"



With over 25 years in the retail sector globally, Kevin Moore understands the need to physically and digitally engage, entertain and inspire shoppers.

It is Kevin's intimate knowledge and perspective of consumer and shopper patterns that has provided him with unique insights on behavioural and digital trends. He counsels businesses that are facing change with both their physical and digital retail assets.

Kevin is sought after for his international retail expertise and has spent time working in retail for manufacturers, retailers and service providers across 44 countries, managing businesses in over 40 countries.

He walks 2,000 stores around the world, and shops hundreds of online stores each year looking at shopper marketing trends and shoppers' hunger for change and innovation.

Kevin regularly speaks to his expertise in the Australian media and has written a [bi weekly blog](#) on smartcompany.com (readership of 950,000) for the past 10 years.

Having spent time in various senior corporate positions in Europe, Africa, Asia, the Middle East and North America before leaving and backing himself into a private business. Over 8 years he and his team grew the company from 80 staff in NSW to 1,000 staff across 16 countries. In 2008 Kevin sold and lead the merge of the business to CROSSMARK and took on the role of CEO at CROSSMARK – now ANZ's largest single retail marketing agency – in 2008, before becoming company Chairman in 2013. Currently, Kevin is Chairman at Now Comms Group, an Independent Non-Executive Director at InvestSMART Group (ASX:INV) and a Director at Now Asia Pte & ESL Australia. His previous Directorships include, The Marketing Department (TMD) Group and the Australian Motor Sport Foundation.

Kevin's area of expertise lies in methodologies around:

- Business Strategy/Game Theory
- Digital and Physical Retail
- Awareness & Engagement
- Shopper Behaviour
- Business Planning
- Shopper Marketing



Why 2020 Exchange

Kevin's experience looking at shopper trends has provided him with unique insights on how people make decisions. With this intimate understanding of people, Kevin is able to create strategies and do business in a way that engages, motivates and inspires those around him – it is this talent that aligns Kevin and 2020 Exchange to inspire extraordinary leaders.

Positions held

2017 - Present	Independent Non-Executive Director - InvestSMART Group
2015 - Present	Non-Executive Director - Now Comms Asia
2015 - Present	Director – Electronic Shelf Labels Australia
2015 - Present	Chairman - Now Comms Group
2014 - 2016	Chairman – eBrands
2013 - Present	Chairman – CROSSMARK Asia Pacific Holdings
2008 - 2013	CEO Asia Pacific – CROSSMARK
2002 - 2010	Non-Executive Director, Australian Motor Sport Foundation
2001 - 2008	Non-Executive Director, Confederation of Australian Motor Sport
1999 - 2008	Joint Managing Director – The Marketing Department Group

Qualifications | Professional Development and Training

- Completed Australian Institute of Company Directors course

Published Works

- Kevin has published 3 digital courses on Udemy.com

Awards, Honours and Memberships

- Fellow of the Australian Institute of Company Directors (FAICD)
- Member Chartered Institute of Marketing
- Justice of the Peace