

Peter Sinodinos, B.A, MAICD, AFB

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Professional Summary

Dynamic executive with 20+ years of experience leading large-scale transformations in **retail operations**, **franchise management**, and **business strategy**. Proven track record of delivering sustainable growth, optimising operations, and achieving measurable results in competitive environments. Skilled in **P&L management**, **digital transformation**, and **project management**. A collaborative leader with strong **EQ**, known for building high-performing teams and fostering cross-functional engagement.

Core Competencies

- **Retail Operations Management** | Franchise & Stakeholder Engagement | **P&L Management**
 - Strategic Business Transformation | **Digital Strategy** & E-Commerce | Project Management
 - **Customer Experience Enhancement** | Business Development | Process Optimisation
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Professional Experience

Founder & Principal Consultant

PSSBM Pty Ltd, February 2024 – Present
Sydney, Australia

- Established a consultancy offering specialised services in Retail leadership, sales management, people management, and operations optimisation for diverse industries.
- **Partnered with notable clients, including The Retail Doctor Group, Rainbird Irrigation, BBQ's Galore, Husqvarna, Moreton Bay Council, and Kooyong Retail Stores, to implement strategies that drive operational efficiency and boost sales effectiveness.**
- Delivered tailored coaching and management programs to enhance team leadership skills, improve customer engagement, and develop scalable operational frameworks.
- Conducted in-depth business assessments, providing actionable insights that align with client objectives and market demands, leading to measurable improvements in organisational performance.

Key Achievements:

- **Sales Leadership:** Developed a customised sales training program for Rainbird, resulting in an increase in regional sales.
- **Operational Streamlining:** Implemented a community communication initiative for Moreton Bay Council, achieving an increase in membership engagement.

- People Management: Designed and executed leadership workshops for Husqvarna, improving team retention and productivity by delivering a mystery shopping program and a 90-day planning seminar to 400 individual dealers.

Chief Executive Officer (Contract)

Amber Group Australia Ltd, June 2021 – February 2024
Sydney, Australia

- Led \$110M retail and distribution group, overseeing 28 franchises, a 20,000 sqm distribution centre, and full-scale digital transformation initiatives.
- Developed an e-commerce platform that integrated sales channels, significantly boosting client engagement and sales conversion rates.
- Launched “Stronger Together” brand program, driving stakeholder alignment and engagement across franchise operations.
- Strategically managed a seamless transition to a new distribution centre, doubling operational capacity without sales disruption.

Key Achievements:

- **Digital Integration:** Implemented a digital sales platform to optimise omnichannel engagement, improving customer retention by 15%.
 - **Operational Efficiency:** Spearheaded relocation project, maintaining continuity and delivering 10% cost savings on logistics.
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Chief Executive Officer

Snap Franchising Limited, December 2016 – December 2019
Sydney, Australia

- Directed transformation of a 160-center franchise network across Australia, Ireland, and New Zealand, reporting directly to the board.
- Reversed a decade-long revenue decline by implementing the “Repair | Build | Grow” strategy, delivering consistent 3-4% annual growth.
- Introduced a Net Promoter Score program, resulting in improved client loyalty and boosted brand visibility.

Key Achievements:

- **Revenue Turnaround:** Arrested long-term sales decline, achieving sustained growth through franchisee engagement and targeted sales strategies.
 - **Brand Rejuvenation:** Rolled out “For the Love of Print” initiative, enhancing brand relevance and franchisee profitability.
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Group General Manager, Retail Operations

The Good Guys, April 2004 – December 2016
Melbourne, Australia

- Oversaw retail operations for one of Australia’s largest electronics retailers, growing the network from 36 to 102 stores across Australia and New Zealand.

- Built a high-performing sales team and launched a training facility, “The Refinery,” to enhance staff development and customer service standards.
- Increased P&L management effectiveness, handling an annual Capex portfolio of \$22M to support expansion and renovation of stores.

Key Achievements:

- **Market Expansion:** Doubled revenue from \$1.1B to \$2.2B through strategic store placements and operational optimisation.
 - **New Product Development:** Launched IT Merchandise Department, increasing category sales from \$21M to \$305M over two years.
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Education & Professional Development

- **Bachelor of Arts (Communications)** – University of Canberra
 - **MAICD Directors Course** – Australian Institute of Company Directors (AICD)
 - **Graduate Diploma in Finance for Non-Finance Managers** – Mt Eliza Business School
 - **Associate Diploma in Marketing** – Australian Institute of Management (AIM)
 - **Diploma of Retail Studies & Store Management** – Monash University
 - **Certificate in Mortgage Finance Management** – Real Estate Academy of Australia (REAA)
 - **Certified International Gallup Coach** – Gallup
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Professional Affiliations

- **Member**, Australian Institute of Company Directors (MAICD), 2016 – Present
 - **Board Member**, NSW Squash Association, 2019 – Present
 - **Non-Executive Director**, Large Format Retail Association (LFRA), 2010 – 2016
 - **Current Member:** Australian Financial Complaints Authority (AFCA), Mortgage & Finance Association of Australia (MFAA), Finance Brokers Association of Australia (FBAA)
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Select Signature Achievements

1. **Retail Transformation:** Achieved a \$650K positive turnaround for Amber Tiles within the first seven months, against a budgeted deficit.
2. **Digital Strategy Leadership:** Increased Snap Franchising’s SEO ranking and client engagement by implementing an NPS-based customer feedback system.
3. **Innovation in Training:** Designed and launched The Good Guys’ first structured training program, “LEAD and CREATE,” focused on leadership and sales skills development, which boosted YOY sales by 10%.

References

Available upon request.