



**John
Munden
joins
Bankbrokers**



WELCOME

Meet John Munden, a seasoned technologist with an impressive track record spanning over two decades in high-growth sales and leadership, now channelling his expertise into helping businesses achieve unprecedented financial and sustainable. growth.



JOHN MUNDEN

Global Expansion Advisor

John's journey took an exciting turn when he joined the Xero Team in April 2019, taking up the responsibility to shape Xero's Enterprise strategy. In this pivotal role, he spearheaded the overhaul of the approach towards engaging with top-tier accounting partners and defining key 'go to market' messages for the company.

His dedication to providing exceptional customer experiences has deep roots, cultivated during his seven years at Apple in both EMEA and APAC regions. During his tenure at Apple, he played a pivotal role in establishing Apple Retail as a powerhouse for B2B relationships, contributing significantly to Apple's expansion into the Enterprise sector in Australia.

Throughout his illustrious career, John has lent his expertise to several blue-chip organizations. After leaving his impactful role at Xero, John embarked on a new venture by establishing his consultancy firm, driven by his vision to assist businesses in expanding their horizons both locally and internationally. Leveraging his extensive experience and insights gained from the financial business sector, John's consultancy has become a

sought-after partner for companies seeking strategic guidance and practical solutions.

With a keen eye for identifying growth opportunities, John has attracted an impressive roster of clients, including a prominent top-tier accounting software vendor. Collaborating closely with this client, he has been instrumental in shaping their market entry strategies, optimizing their product offerings, and enhancing their overall business performance. His invaluable contributions have significantly bolstered their presence in the competitive landscape and propelled their growth trajectory.

Moreover, John's commitment to sustainability and responsible business practices have led him to forge partnerships with various sustainability-focused companies. By working closely with these businesses, he helps them align their missions with their financial objectives, enabling them to achieve sustainable growth while making a positive impact on the environment and society.



In his consultancy practice, John continues to champion design thinking and customer excellence as the foundation for driving success in any venture. He believes that understanding and addressing customer needs are pivotal to building long-lasting relationships and establishing a strong market presence. By infusing these principles into his consultancy approach, John has earned a reputation as a reliable and insightful advisor.

John's consultancy journey has allowed him to make a meaningful impact on a diverse range of businesses. Whether it's guiding startups through the challenges of entering new markets or assisting established enterprises in refining their growth strategies, he remains relentlessly optimistic about each company's potential for transformation and prosperity.

BEYOND THE PROFESSIONAL SPHERE

John embraces a diverse range of hobbies and interests. As a devoted supporter of both Hawthorn and Melbourne Storm, he revels in the excitement of sports. An all-around sports enthusiast, John also enjoys cricket, cycling, and swimming. However, one of his most cherished passions lies in classic cars, and he takes great pride in his meticulously restored 1972 MGB roadster, which can often be seen cruising the streets in style.

With a wealth of knowledge in the financial business landscape and a proven ability to foster growth, John is a force to be reckoned with, combining his technological prowess with his passion for design thinking and customer excellence to empower companies on their journey to success.



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