

# James Dymock

Principal



“My approach is purpose-driven: I want to help people and businesses realise their potential.”

## Expertise:

- Business Strategy
- Transformation
- Organisation & Culture Change
- Customer Experience
- Service Excellence
- Brand & Customer Strategy
- People & Culture / HR Strategy
- Program & Project Management
- Communications & Engagement
- Change Management
- People Leadership
- Business & Team Performance
- Continuous Improvement
- Innovation & Creativity
- Human-centred Design
- Design Thinking
- Facilitation & Delivery
- Performance Development

## Qualifications:

Graduate Diploma of Human Resource Management & Industrial Relations (Griffith University)

Bachelor of Arts - Psychology Double Major (University of Queensland)

Executive Leaders Program (Melbourne Business School)

Master Trainer (Toyota Business Practices)

James is an experienced senior business leader, passionate about working with people to build organisational capability and drive customer-centric, team-centric transformation.

James specialises in brand, customer experience, people & culture, and human centred design in fast-moving industries and competitive markets. He has proven expertise in business transformation; strategy design and implementation; program management, design and facilitation; and leadership development across multiple industries.

James combines a deep understanding of human behaviour with an informed perspective into large organisations – how they operate, common challenges and pitfalls, cross-division contexts, and end-to-end growth strategies - to leverage opportunities for whole system transformation.

Highly commercial with an agile mindset, James draws on proven methodologies to inform continuous improvement, enhance innovation capacity, and ensure engagement and integration of all stakeholders, for sustained people and business outcomes.

Prior to joining Performance Frontiers, James held General Management positions with The Star Entertainment Group and Virgin Australia, leading divisions within Marketing, Brand, Customer and People & Culture. His industry experience includes Entertainment, Hospitality, Aviation, Tourism, Design & Construction, Energy & Utilities and Retail, to name a few.

Throughout James' career, the common thread has always been his passion for working with people – something he finds fundamentally interesting, challenging and rewarding.

Understanding that true system change is human-led - he is looking to make a difference as Principal of Performance Frontiers by helping people and businesses realise their potential.