

## **Executive Summary | Tom Schorel**

### **Commercial Growth | Strategic Partnerships | Operational Scale**

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For nearly 20 years, I have built, commercialised and grown businesses from concept through to national and international operations. Having spent much of my career as a founder and business builder, I have been directly responsible for commercial growth, strategic partnerships, operational leadership, product development and market expansion.

My primary activities include commercial leadership, business development and operational transformation, including working capital management, inventory planning, logistics, supplier development and operational systemisation. I have extensive experience transforming fragmented or founder-led operations into scalable commercial businesses by establishing the processes, partnerships and operating frameworks required to support growth.

### **Key Achievements**

- Created a new cross-border market for rare European luxury and performance vehicles in South Korea, connecting high-net-worth buyers with European dealers through an asset-light sourcing and distribution model that ultimately grew into a USD \$50M international business.
- Developed and validated a proprietary visual language-learning methodology across more than 50 schools in South Korea, securing commercial traction, letters of intent from leading education providers and a pre-product exit valued at USD \$2M.
- Designed and executed the Asia market-entry strategy for a premium European coffee and chocolate brand, securing retail pilot opportunities with one of South Korea's largest retail groups.
- Transformed a direct-to-consumer oral healthcare concept into an enterprise healthcare platform, developing the products, clinical frameworks and operating model required to secure a AUD \$10M national healthcare partnership.

### **Areas of Expertise**

- Market Creation & Business Development
- Business Building & Commercialisation
- Strategic Partnerships & Enterprise Development
- International Expansion & Market Entry
- Channel Development (DTC, B2B, Enterprise & Distribution)
- Operational Transformation & Business Systemisation
- Working Capital, Inventory & Supply Chain Optimisation
- Manufacturing, Procurement & Supplier Development

### **Summary**

I have built my career by identifying opportunities that others overlook and creating the commercial and operational foundations required to realise them. My experience spans entrepreneurship, business building, market creation and operational transformation, with a consistent focus on turning concepts into sustainable and scalable businesses.

### **Next Career Step**

Having built businesses from concept through to commercial scale and worked closely with founders and leadership teams, I am seeking a senior commercial, operational or general management role where I can leverage this experience to drive growth, transformation and long-term business value.