

## Graduate Profile



### Matthew Barry

Assistant Business Manager – Portable Audio and Accessories

Stream: Buying 2010

Bachelor of Commerce – Public Relations and Marketing

Position prior to Grad Program: Liquor Assistant – Dan Murphy's

1. Why the Woolworths graduate program? (What attracted you to the program? Has it lived up to / surpassed your expectations)

I chose to apply for the Woolworths graduate program for three key reasons. The first reason was that I am passionate about retail. I found that retail was an industry that suited my personality and I had chosen to study a field that is focused around selling a good/service to the end customer. The second reason for applying was that I wanted to put my degree to good use. I had studied a Bachelor of Commerce, majoring in Marketing and Public Relations. I felt that Woolworths was a great organisation with the support base to enhance my skills. Thirdly, I applied to the Woolworths graduate program because the organisation is the second largest private employer in Australia. The structure and focus on graduates must be superior compared to other programs. I am now into my second year of the program and so far it has definitely surpassed my expectations. The experiences and support that I have gained is fantastic. There are so many opportunities for exposure with the wider Woolworths Group.

2. What would be your key achievement to date / proudest moment on the program?

My key achievement to date would have to be co – managing the Norwest Staff Sale Site. I was given the opportunity to coordinate a Dick Smith Store which was set up at the Woolworths Support Office. The management experience that I acquired throughout this event has been excellent for my development. We were able to achieve an excellent sales result over the two days. Through this event, the Dick Smith business was able to gain a huge amount of exposure to the wider Woolworths Group.

3. Where do you see yourself in 5 years? How do you believe this program is preparing you for this?

I have set myself a goal to become a Business Manager within 3 – 5 years. There are many opportunities within the Woolworths Group to grow and develop. With the knowledge I have obtained so far on the program and the continued support I will have, I believe this is achievable. I am currently an Assistant Business Manager and the program has propelled me into this role. It has definitely set me up to progress through to my five year goal.

4. What personal and professional skills have you developed since joining the program?

I have developed a number of skills, both personal and professional since starting the program. Some of the main skills I have obtained so far are: The importance of building strong relationships. The Buying team interacts with other departments on a daily basis and communication is a key factor toward success; As this is my first full job I have developed good time management skills; I moved across from Western Australia for the program. Moving your life over has been a great life experience and I feel like I have become my own person; and I am more decisive and analytical.

5. What have you learnt about Woolworths Limited and your Division that you did not previously know?

I worked for Dan Murphy's in Western Australia. Moving over to Sydney and to another division of Woolworths was very challenging. I knew very little about the complexities of Buying. I had a basis understanding of the concept but there are so many dynamics that I needed to learn. It has been challenging but very exciting.

From a group perspective I learnt about the size of Woolworths Limited. There is so much opportunity to grow and move within the one company. You can have many different careers within the one company.

6. Do you have a mentor / coach? How have they supported you through the program so far?

I have just started meeting with a mentor. Hayden Jones is a Business Manager within Dick Smith. Hayden is the youngest Business Manager in the group and has a wealth of experience. Hayden moved from New Zealand two years ago. He has assisted me with a number of issues both work and non-work related. I am looking forward to further meetings with Hayden over the next 12 months.

7. Describe what the program has looked like so far (Key responsibilities/ tasks/ projects that you have completed / had exposure to)

I spent my first 12 months on the program as a Merchandise Assistant within the In-Car and Navigation category. This gave me the chance to learn the category and develop my analytical, time management and negotiation skills. My key responsibilities involved data integrity, implementing the promotional strategy for the category, administrative duties, raising newlines and supporting the Business Manager in day to day ad hoc tasks. I completed a number of projects in this role including the development of an icon system for the promotion of GPS units within Dick Smith, managing a number of brochures, press and television campaigns for the category and managing the administrative set up of the Dick Smith V8 Supercar events. I have just commenced my new role as an Assistant Business Manager for Portable Audio and Accessories. So far it has been a challenging role. There are many products that fall into this category and I am thoroughly enjoying the experience.