

# Profile

John Fabre & Associates Pty Ltd  
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**fabre+**  
Grow with Confidence

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## Specializing

- Consumer Insights - concept, product and services
- Business coaching and mentoring
- Governance
- Social Media management
- Business photography

## Education

- PhD (Doctor of Philosophy)
- Graduate Diploma in Applied Social Statistics
- Graduate Diploma in Applied Psychology
- Bachelor of Arts (With Distinction)

## Awards and Recognition

- William Calder Innovation Award
- Commended Innovation Award
- Service Excellence Award
- Team Design Awards

## Community leadership

- Non-Executive Director of Ballan District Health and Care
- Chair, Ballan Farmers Market
- Interim Chair, Business Excellence Awards

## Professional Membership

- Australian Institute of Company Directors
- Institute of Community Directors
- International Coaching Federation
- Harvard Business Review Advisory Council

## Professional Business Insurance

- Professional Indemnity
- Public Liability

**Principal Design Associate**  
Mr Leong Chye Lee

## Why choose John Fabre and fabre+

- 15+ years customer focused design experience
- PhD qualified – Human Computer Interaction
- Award Winner
- Private, Government and Consulting
- Australian and International experience
- Non-executive director of a thriving medium-sized Health centre

## Personal and Company Background

fabre+ was founded in April 2015 to accelerate small business prosperity. John Fabre, as Director of fabre+, continues to provide insight services to larger businesses wishing to design and develop concepts, products and services in Australia and South East Asia. We provide a service, which enables businesses to express their differentiated value. We provide decision makers with product and service design options with sustainable reach in the market.

Executive Coaching  
Ethnographic Consumer Insights  
Social Media Management  
Business Photography

## Achievements

Customer focused design facilitation

- *Hiser Consulting, Australia* – Principal Consultant to insight, service design and business consulting projects for private, State and Federal Government agencies.
- *Dell Experience Design Studio, Singapore* – Designed and executed global insight research for a Dell iMac Killer. The Dell All-in-One desktop computer (XPS2710) reportedly increased Dell share price by 1%.
- Customer centric design insight methodologies used to contribute to PC desktop and accessory products contributing to 39 international product design awards, including small product category.

Small business consulting – fabre+

- We also provide Executive / Leadership Coaching, Social Media Management with great success
  - Increase revenue by 30% in the first month of operation
  - Provided business process improvement facilitation for growth in 2015-16
  - Business Planning Facilitation
  - Social Media Management

**Grow with Confidence**



reddot design award

