

# Resume



Robert [Rob] WALE  
72 Braeside St.,  
Wahroonga, Sydney  
2076, NSW, Australia  
M: +61-411959049  
E: [Robert.wale@bigpond.com](mailto:Robert.wale@bigpond.com)  
LinkedIn:  
<http://www.linkedin.com/pub/robert-wale/2a/800/679>

- Current Position** Managing Director, BlueSand Consulting [BlueSand Pty. Ltd], a private consultancy company specializing in Business Development for the Water and Environmental Industries. Clients included;
- Cleantech Ventures – M & A advice and competitive analysis
  - Viva Blu- new advanced oxidation technology commercialization advice
  - University of NSW – new technology commercialisation
  - The Environmental Group – water group expansion
  - Votron Group [Singapore] – export market development
  - Separation Consultants [USA] – membrane market evaluation
  - Sky Juice Foundation – marketing support
  - AJ Lucas – water market analysis and tender support
  - CRS Water treatment – tender support
  - NBC capital - M & A advice and competitive analysis
  - Waste Technologies of Australia- existing technology appraisal
  - WJP Solutions – developed company operations and new market penetration
  - Aquatech [USA] – market analysis
  - AJ Lucas-developing new water D&C infrastructure group; senior Executive on key projects; Major Tender Bid management; South Perth Desalination Plant- Alliance Leader Team member [also Process Committee]
  - Lend Lease Services – Tender Bid execution and management [indirect potable]
  - Osmoflo – strategy market and business development support [wastewater recycle]

**Previous Position** General Manager-Lucas Engineering & Construction Pty Ltd

- Key Companies**
- BHP [Australia]- Mechanical Engineer
  - Cuno Pacific [Australia, Asia, Europe]- Sales and Technical Manager
  - Memtec\*[Australia, USA, Asia, Europe, Middle East]- Sales & Technical Director, General Manager
  - USFilter\* [Australia, USA, Asia, Europe]- Sales Director and General Manager
  - Veolia Water Systems\* [Australia, NZ]- Managing Director
  - Veolia Water/VWS\* [merger] – Business Development Manger [merged Veolia]
  - Siemens Water Technologies\* [Asia Pacific, India]- Regional Sales & Marketing Director
- Note: \*These where all successive M & As over 20 years.

**Nationality** Australian

**Qualifications** Bachelor of Science (Mechanical Engineering)

**Affiliations**

Member of Institute of Company Directors.  
Australian Water Association [Desalination, Reuse and Mine Water Panels]  
Australian Institute of Recycled Water [Private Sector Panel]  
International Desalination Association  
Barton Group Environment Industry Development  
Warren Center-Advanced Engineering  
American Water and Waste water Association

American Membrane Technology Association  
Skyjuice Foundation

## Expertise

Membrane Process and technologies [MF/UF, NF/RO, EDR ,CDI]  
Desalination [Municipal and Industrial]  
Recycle and Reuse [Blackwater, Grey water, Sewer Mining, indirect and direct potable]  
Biological process and technologies [Membrane Bioreactors]  
Advanced oxidation processes [UV, Ozone, TiO<sub>2</sub>]  
Australian, Asian, India/ME/Sth Africa, European and North American markets for potable water, wastewater, reuse and desalination for Industrial and Municipal markets.  
Unconventional Gas- Produced water treatment, desalination, drilling waste streams and brine recovery

## Experience

30 years experience in advanced water treatment and separation in Australia, Asia, Europe and North America.

- Developed new sales channels, new product launches and market development, together with key account management.
- Developed and expanded sales through Distribution, Representatives and Direct sales network.
- New Regional offices & business creation through organic growth, acquisitions and alliances.
- Developed and expanded service capabilities and aftermarket service networks.
- Identified and qualified component suppliers and sub- contractors.
- Numerous industry technical papers and presentations given at Australian, European and Nth American water industry conferences.
- Worked closely with major Universities, Research Centers and Industry consultants to enhance and accelerate new product development and industry acceptance.
- Initiated and managed key Demonstration and Pilot plant facilities.
- Appointed to AWWA (USA) membrane process committee.
- Participated in Government committees on Environment [Federal Govt], Biotechnology [NSW Govt] and Export trade [both].

Over 20 yrs experience in Senior Management holding positions in;

- General Management, Sales and Marketing Management, Business development and Managing Director [various positions in Australia, Asia and USA].
- North America [3yrs as Expat] developed new business and created market leadership for Memtec.
- Previous member of Regional Integration Teams for multiple Mergers and takeovers (e.g. USFilter, Vivendi/Veolia and Siemens).
- T/O responsibility from \$30 million to \$150 million; staff 100- 200 and regional branch office network [sales, projects, service, o &m].
- Experienced in developing and implementing Standard Product sales, Projects, D &C and BOOT [e.g. Coliban Water – Bendigo WTP via PPP with 25 yrs operations] and Alliances [Sth Perth Desal].
- Initiated regional company acquisitions in Australia, China, Singapore, Hong Kong and Philippines, and managed integration.
- Responsible for management JV in China and increasing its operational functionality.
- Managed and expanded International and Asian Distributor network of over 50 organisations [across multiple countries.]
- Joint Venture and Alliance Team participation [South Perth Desalination Plant] and management
- Senior Executive role on major projects [Membrane Processes].

## Current Status

Involved in developing key enabling technologies introduction, acceptance and qualification for Municipal/Industrial water and wastewater.

- Developing Water and Wastewater business strategy.
- Major project EOI, Tender and Alliance development support and management services.
- Overall growth strategy, Sales and Product expansion.
- Advice on commercialization of Australian developed advanced water technologies for International market penetration.
- Advise for International companies on establishing business and distribution in Australian markets.
- M&A strategy and implementation for Water Industry

## References

- Multiple company Integration and business optimization for Water Industry
- Senior Management and General Management of Companies and Divisions.

All Previous Companies where employed and current Consultancy clients are available to provide references [Refer to R Wale for contact details]

## Major Project Involvement [key projects only]

| Project               | Description                                       | Project Value |
|-----------------------|---|---------------|
| <b>AUSTRALIA/NZ</b>   |   |               |
| Water Corp [WA]       | South Perth Desalination plant [UF/RO]            | \$900 million |
| Hunter Water [NSW]    | Reservoirs, pipelines, pump stations              | \$30 million  |
| Wingicarrabee Council | MBR and pressure sewer network                    | \$20 million  |
| Shoalhaven Water      | MBR and pressure sewer network                    | \$12 million  |
| ACTEW                 | Water Mining [1 <sup>st</sup> demo plant in Aust] | \$0.5 million |
| Coliban Water [Vic]   | PPP project using MF/BAC/Ozone                    | \$60 million  |
| Ering Power Station   | MF pre RO - reuse                                 | \$3 million   |
| Redbank Power Station | Raw water treatment [Clarifiers]                  | \$3 million   |
| Sydney Water          | W,gong –WWTPs+ BlueScope Reuse                    | \$150 million |
| Sydney Water          | North Head MBR                                    | \$2 million   |
| Tauranga City [NZ]    | MF WTP [2 sites @ 30 ML/Day]                      | \$10 million  |
| QNI                   | MF Pre RO   | \$3 million   |
| Kwinana Reuse [WA]    | MF Pre RO   | \$2 million   |
| Gibson Island [QLD]   | MF Pre RO [100 ML/Day]                            | \$15 million  |
| Beenleigh WWTO        | Advanced Reuse [O&M]                              | \$10 million  |
| SA Water              | MIEX/MF [Demonstration]                           | \$1 million   |
| Westfield Design      | Black water recycling [MBR/UV/CI]                 | \$2 million   |
| Gatton Prison QLD]    | Advanced wastewater reuse [MBR/UV/CI]             | \$3 million   |
| Millmerran Power      | Process water [IX/MF/RO/CDI]                      | \$ 3 million  |
| <b>ASIA</b>           |   |               |
| PUB Singapore         | Advanced Reuse MF/RO [multiple]                   | \$20 million  |
| PUB Singapore         | Changi Deep Tunnel [ key equip]                   | \$200 million |
| LG LCD Korea          | Advanced reuse [MF/RO]                            | \$3 million   |
| Samsung Korea         | Advanced reuse [MF/RO]                            | \$3 million   |
| Jurong Water [Msia]   | MF WTP  | \$2 million   |
| Thailand Govt         | Emergency MF plants [Tsunami]                     | \$0.5 million |
| Sony Display [Japan]  | Advanced reuse [MF/RO]                            | \$1 million   |
| Beijing City          | MBR [Olympics Reuse]                              | \$ 10 million |
| Tianjin City          | Advanced reuse [MF/RO]                            | \$5 million   |
| Bao Steel             | MBR [reuse]                                       | \$1 million   |
| Korea [Seoul]         | Grey water reuse [High Rise Buildings]            | \$3 million   |
| <b>NORTH AMERICA</b>  |   |               |
| Orange Country WF21   | Advanced reuse–indirect potable [MF/RO]           | \$50 million  |
| Scottsdale County     | Advanced reuse–indirect potable [MF/RO]           | \$10 million  |
| Kenosha County        | MF WTP  | \$5 million   |
| Maui Water            | Various MF WTP                                    | \$20 million  |
| Cucamonga [LA]        | MF WTP  | \$5 million   |
| Guam [Water Board]    | MF WTP and STP refurbishment                      | \$ 5 million  |
| West Basin [LA]       | Advanced reuse [MF/RO]                            | \$5 million   |
| Amcor [Tx]            | ZLD [MF/RO/IX]                                    | \$10 million  |