



Jack Crumlin

Coach

INTRODUCTION TO JACK

Jack is an accomplished executive, advisor and non-executive director whose career spans more than four decades across Australia, the UK and global markets. Beginning his professional journey in Glasgow in 1982, he built strong foundations in assurance and corporate restructuring before progressing into senior commercial and people-focused leadership roles. Across this diverse journey, he has developed a unique blend of commercial acumen, people-centred leadership and lived executive experience that underpins his coaching today. He is recognised for the pragmatic, prepared and empathetic style he brings to supporting leaders as they navigate pivotal professional transitions, high-pressure environments and complex organisational challenges.

Jack's career is defined not only by the breadth of his experience but by his long-standing commitment to helping others thrive. Whether leading large teams, shaping organisational culture, advising boards or coaching executives, he brings a grounded, human and commercially aware perspective. Today, he continues to guide leaders while balancing a portfolio of NED positions, mentoring emerging consultants, and pursuing his creative passion for music.

CAREER HISTORY

Jack's career spans more than forty years across the UK and Australia, beginning with Coopers & Lybrand in Glasgow before moving to Sydney and taking on senior leadership roles at PwC and EY, including Partner in Restructuring, Head of Transaction Support and Head of People & Culture for EY Oceania. He later led Westpac's Loans Management Unit, overseeing \$0.6bn in distressed assets, and served as CEO of AAP Communications Services. In 2007, Jack co-founded Norton Crumlin & Associates, where for 16 years he delivered award-winning leadership programs, facilitated strategy and change initiatives, and coached over 300 leaders. Now in the third act of his career, he focuses on executive coaching, non-executive director roles in technology and labour-hire businesses, mentoring emerging consultants, and pursuing his passion for music and travel.

WHAT I BRING AS A COACH/MENTOR

Jack brings more than four decades of executive leadership, restructuring expertise and advisory experience across professional services, banking, telecommunications and global consulting, giving him a deeply practical and commercially grounded approach to coaching. He supports leaders through high-pressure transitions with pragmatic, empathetic guidance, helping them stay effective, balanced and "safe and sane" while navigating complexity.

QUALIFICATIONS

- BSc in Technology and Business Studies, majoring in Biotechnology & Accounting – University of Strathclyde
- Member, Institute of Chartered Accountants of Scotland
- Registered Liquidator, ASIC
- Early career foundation in Assurance and Corporate Restructuring

SPECIALIST EXPERTISE

- Executive coaching and transition support
- Corporate restructuring
- People & Culture leadership
- Leadership development & capability frameworks
- Leadership Effectiveness
- People & Culture Operating Models
- Strategy, facilitation and organizational transformation

SECTOR SPECIALISATION

- Professional Services
- Financial Services & Banking
- Telecommunications
- Private Equity & Listed Companies
- Public Sector & Government
- Not-for-Profit

FOCUS

- Executive Coaching & Mentoring
- Non-Executive Director
- Strategic Advisory, Transformation Support