

James Alvetro

Enterprise Strategy and Transformation Executive

Based in Sydney, Australia | Internationally mobile | Open to extensive travel and relocation
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Profile

Enterprise strategy and transformation executive who helps CEOs and leadership teams see the whole enterprise, decide what matters and move together. Combines strategic judgement with practical facilitation to turn complexity, competing priorities and important transitions into a shared view, stronger decisions and coordinated execution. Works shoulder-to-shoulder with leaders across strategy reset, enterprise planning, operating rhythm, capability development and practical, business-led AI adoption. Experience spans major listed, multinational and founder-led organisations across Australia, New Zealand, Asia and the United Kingdom.

Areas of Expertise

Enterprise strategy and planning • Transformation and operating models • Executive alignment and facilitation • Portfolio prioritisation • Operating rhythm and execution • Practical AI adoption

Selected Executive Impact

Port of Auckland	Supported three annual planning cycles during a major capital build phase, strengthening commercial focus, cultural performance and capital planning. Introduced a three-horizon approach and the Fundamental Grid® to improve sequencing, interdependencies and board-level visibility during a period that included record profitability.
Air New Zealand	Worked with the Business Performance Group executive team across three strategy and planning cycles, strengthening planning quality, cost discipline and follow-through. Embedded the Fundamental Grid® to make enterprise priorities, backing decisions, dependencies and stop or defer choices more visible.
News Corp Australia	Designed and led an innovation sprint involving 40 leaders, generating and structuring hundreds of ideas across continuous improvement, adjacent innovation and transformation. In 2018, prepared an AI discussion paper for senior leaders, framing how AI could be understood through business capabilities, prioritised around practical use cases and supported by an operating rhythm.
Polaris Shipping Agencies	Partnered with the leadership team of a Dubai-based shipping agency through significant commercial pressure and regional instability. Used the Fundamental Pyramid® to create a shared enterprise view and the Fundamental Grid® to turn priorities into visible action across recovery, operating discipline, resilience, succession and warehouse activation.
Avanade	Advised three Managing Directors and senior executives across Greater China, Australia and APAC on market priorities, strategic positioning and executive messaging. Supported the Greater China business during a period of more than 30% year-on-year revenue growth while strengthening its market narrative and leadership alignment.
AXA	Co-created a technology blueprint that repositioned technology from service provider to strategic partner. Defined the target operating model, capability plan and multi-year roadmap, increasing engagement across business and technology leadership and providing a clearer basis for execution.

Professional Experience

Fundamental Business | Managing Director

2001 - Present

Australia | New Zealand | Hong Kong | United Arab Emirates | United Kingdom

Lead a specialist advisory practice helping CEOs and leadership teams create a shared view of the enterprise, establish clearer priorities and coordinate execution. Engagements combine strategic analysis, executive facilitation, practical management tools and shoulder-to-shoulder implementation support.

- Advise CEOs and leadership teams through strategy reset, enterprise planning, transformation, organisational alignment and periods of significant transition.
- Design and facilitate executive working processes that make priorities, trade-offs, dependencies, risks and decisions more visible.
- Translate complex issues into practical enterprise views, decision frameworks, roadmaps, operating models and management rhythms.
- Lead engagements from initial commercial framing through research, workshop design, facilitation, synthesis, executive communication and implementation support.
- Create and apply proprietary methods, including the Fundamental Pyramid®, Fundamental Grid®, Greenhouse Framework® and Fundamental Storyboarding®, to strengthen planning, alignment, organisational capability and continuous improvement.
- Help leadership teams identify where AI can create value, prioritise practical use cases and shape adoption around workflow, governance, human judgement and measurable outcomes.

A.T. Kearney (now Kearney) | Business Consultant

1999 - 2001

Sydney, Australia

Worked across strategy, operating model, cost reduction, business architecture and large-scale change for major enterprise clients, including Telstra and Commonwealth Bank. Contributed to broadband rollout planning, channel rationalisation, digital customer enablement, cost reduction and change implementation.

EDS Corporation | Systems Engineer

1992 - 1999

United States and Australia

Built an early foundation in systems engineering, technology-enabled business improvement, client discovery, solution development and executive communication. Completed the EDS Systems Engineering Development Program and contributed to the EDS Australia business planning process.

Education and Credentials

MBA	Southern Methodist University, Cox School of Business Entrepreneurship and Global Cultures
International Exchange	Melbourne Business School , University of Melbourne
Bachelor of Science	Indiana University of Pennsylvania Management, magna cum laude
Mediator Accreditation	London School of Mediation Accredited Mediator

Referees

Craig Dower
Executive Chair, Aretex
Chair of Board, Wiise

Roger Gray
CEO, Port of Auckland
Director, NZ Post

Darrell Ryman
CEO, Ryman Limited