

Lachlan Simpson

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Profile

Commercially minded professional with 15+ years of experience across business development, project delivery, stakeholder engagement and operational improvement in property, professional services, media, and SME environments.

Combines strategic thinking with hands-on execution, with experience spanning client advisory, proposals, procurement, commercial negotiation, property projects and cross-functional coordination. Known for strong communication, sound judgement and an ability to bring structure momentum, and practical outcomes across complex moving parts.

SELECTED HIGHLIGHTS

- Built and scaled an owned service business to seven-figure annual revenue through relationship-led growth, repeat business and disciplined commercial management.
- Delivered complex projects and campaigns across private sector, government, agency, and SME environments.
- Led more than \$900k in residential and commercial property-related projects end-to-end.
- Supported growth, process improvement and client engagement initiatives across real estate and legal SMEs.
- Developed a cross-sector background spanning communications, project delivery, property, business development, marketing and advisory work.

CORE STRENGTHS

Business development and growth strategy

Project delivery and cross-functional coordination

Stakeholder and client relationship management

Commercial negotiation and proposal development

Brand, communications and market positioning

Property and real estate sector exposure

Operational improvement and process design

Procurement, budgeting and supplier management

Strategic thinking and problem solving

Professional services and SME advisory support

INDUSTRIES



Property and real estate



Professional services



Legal



Media and production



Government and public campaigns



SME consulting and advisory

SELECTED EXPERIENCE

2022 – present
Brisbane

Strategic Consultant Plum Property & Plum Partners

- Support growth, operations, and client engagement across a residential real estate and property business.
- Work across stakeholder management, process improvement, compliance-related workflows, CRM optimisation, client communications and market-facing materials.
- Contribute commercially focused input across service quality, business development activity and property-related decision-making.

2021 – 2023
Brisbane

BDM & Marketing Consultant McKelvey Miller Law

- Supported business growth, client acquisition and market positioning within a professional services environment.
- Delivered rebrand and growth-focused initiatives, strengthened referral and outreach activity, and produced client-facing materials and strategic communications.
- Worked closely with leadership to translate commercial opportunities into practical business development and marketing actions.

2016 – present
Brisbane

Independent Consultant / Project Lead Freelance Consulting

- Provide advisory, commercial, and project support to SMEs and property and professional-services clients.
- Shape opportunities, develop scopes and proposals, coordinate delivery, and support clients across business development, communications, operational improvement and stakeholder engagement.
- Known for stepping into complex environments, quickly understanding the moving parts, and helping bring structure momentum, and clarity.

2009 – 2014
Brisbane

Managing Director / Project Lead Matched Image Pty Ltd

- Owned and grew a long-established production and technical services business, leading new business development, commercial delivery, supplier management, budgeting, scheduling and project execution.
- Built strong long-term client relationships across agencies, broadcasters, government stakeholders and private clients.
- Scaled the business materially through relationship-led growth, repeat work, commercial discipline and service expansion.

PROPERTY & DEVELOPMENT EXPERIENCE

In parallel with my broader consulting and commercial roles, I have developed hands-on experience across residential and small commercial property projects.

My involvement has spanned feasibility inputs, budgeting, procurement, consultant and contractor coordination, design input, approvals support, progress payments, quality assurance and delivery oversight. This has given me a practical understanding of the commercial, operational and stakeholder dynamics involved in taking projects from concept through to completion.

EDUCATION & QUALIFICATIONS

2023 – 2026
Brisbane

Master of Business Administration (MBA)
The University of Queensland
In progress, expected completion November 2026.

2014 – 2017
Brisbane

Bachelor of Business (Advertising)
Queensland University of Technology
Awarded 2017.

2019
Online

Cert IV Real Estate | Queensland Real Estate Licence
REAA
Licenced until 2029