

JOHN WRIGHT-SMITH

**Business Development Consultant |
Power Systems | Energy &
Infrastructure**

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PROFESSIONAL PROFILE

Senior business development and power systems professional with more than 30 years' experience across Australia and Asia-Pacific. Combines an Electrical Engineering background with an MBA and postgraduate study in organisational psychology to translate complex technical capability into commercial opportunities, executive relationships and successful market entry.

Particular strengths include opening C-suite conversations, building relationships with developers, utilities, network service providers, EPCs and industrial customers, and positioning specialist engineering services in grid connections, BESS, renewables, FACTS, HVDC, transformers, harmonics, data centres and industrial electrification.

CURRENT VVC POWER SYSTEMS ENGAGEMENT

Business Development Consultant (Contract) | Volt-VAr Control Power Systems Consultants Pty Ltd

2026 - Present | Australia

Supporting VVC Power Systems' market development and client engagement, with a focus on connecting developers, utilities, network businesses and major energy users with the firm's specialist power systems consulting capability.

- Business development and senior stakeholder engagement across Victoria, Tasmania and South Australia.
- Identification and qualification of opportunities in grid connections, modelling, Owner's Engineer and technical due diligence services.
- Market engagement for BESS, solar, wind, synchronous generation, data centres, SVC/STATCOM, voltage control and harmonic studies.
- Executive introductions and relationship development with developers, utilities, NSPs, EPCs, OEMs and industrial clients.
- Commercial positioning of specialist technical services from early feasibility and R0/R1 connection work through R2 validation and commissioning support.

CORE CAPABILITIES

Business Development	C-suite access, strategic prospecting, market entry, account development
Grid & Renewables	Grid connections, BESS, solar, wind, synchronous generation, system strength
Power Electronics	STATCOM, SVC, FACTS, HVDC, voltage/reactive power control
Technical Advisory	Owner's Engineer, technical due diligence, red-flag reviews, project assurance
Industrial & Infrastructure	Data centres, mining & metals, transformers, industrial electrification
Leadership	Stakeholder management, mentoring, technical-commercial translation, APAC relationships

SELECTED PROFESSIONAL EXPERIENCE

Founder & Managing Director | Lonsdale Business Mentoring and Development Pty Ltd

Jun 2026 - Present | Melbourne

Strategic business development, executive relationship management and market-entry support for energy, infrastructure and technology companies operating in Australia and Asia-Pacific.

Executive Advisor - Australia, New Zealand & South East Asia | Global Power Energy

Apr 2024 - Jun 2026 | Melbourne

- Business development and executive engagement for Owner's Engineer, grid connection, modelling, project management and technical due diligence services.
- Supported renewable energy, BESS and infrastructure clients through R0/R1/R2 connection processes, project assurance and commercial opportunity development.

Regional Sales Manager - South East Asia | AMSC / NEPSI / NEELTRAN

Jan 2010 - May 2024 | Greater Melbourne

- Regional sales and market development for power-system technologies including STATCOM, SVC, FACTS, superconductors, harmonic solutions and transformers.
- Worked across modelling, design, specification, supply, project management, installation and commissioning environments, bridging OEM technical teams and utility/developer customers.

INDUSTRY LEADERSHIP & MENTORING

- Convenor - CIGRE Australia & New Zealand B4 Panel (HVDC and Power Electronics).
- Global Convenor - CIGRE Working Group B4.92, STATCOMs at Distribution Voltages.
- Committee Member - Electric Energy Society of Australia (Victoria).
- Long-term mentor - RMIT Women in Engineering and IT Mentoring.
- Mentor - Engineers Australia / EESA Group Mentoring Program for Engineers.
- Mentor - Australian Power Institute POWERful Women Leadership Program.

EDUCATION

Graduate Diploma in Psychology - Organisational Psychology | Monash University

2008 - 2010

Master of Business Administration (MBA) - Management | RMIT University

1992 - 1995

Bachelor of Electrical Engineering (Honours) | Monash University

1984 - 1987

TECHNICAL & SECTOR EXPERIENCE

- Renewable energy and Battery Energy Storage Systems (BESS)
- HVDC transmission; FACTS devices including STATCOM and SVC
- Transformers, instrument transformers, filters and ancillary substation equipment
- Grid connection, power system studies, modelling and compliance
- Pumped hydro, synchronous generation and gas generation
- Data centres, mining and metals, industrial electrification
- Owner's Engineer, technical due diligence and project assurance

INTERNATIONAL EXPERIENCE

Professional work and business engagement across Australia and a broad international footprint including the USA, Canada, United Kingdom, Europe, China, Taiwan, Japan, Singapore, Malaysia, Indonesia, Brazil, Saudi Arabia, UAE, Kuwait, Türkiye, South Africa, Zambia and Zimbabwe.