FV

CONSULTING

Commercial clarity.
Practical progress.

ABOUT ME

Filifotu Va'ai
Founder & Principal

20 years of leadership across telecommunications, commercial operations and Pacific markets.

- **Hawaiian Telcom VP.** US$165M B2B and US$150M consumer revenue responsibility in successive roles; teams of up to 80.
- **Commercial results.** Business Product portfolio margin +14% year on year; enterprise data revenue +US$2M.
- **Bluesky Country Manager.** Full P&L for a 120-person operator. Revenue +16%; EBITDA +10%; market share 55% to 69%.
- **Transactions & governance.** Commercial due diligence, integration and board reporting at Hawaiian Telcom and Bluesky. Foundation trustee; former Chamber board member.

MA, University of Hawai'i at Manoa.
BCA (Honours), Victoria University of Wellington.
Member, Institute of Directors NZ.

LET'S TALK

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Schedule a conversation

COMMERCIAL ADVICE · LEADERSHIP · GOVERNANCE

Commercial clarity. Practical progress.

FV Consulting helps businesses identify growth opportunities, improve performance and navigate change.

My approach draws on 20 years of leadership across telecommunications, commercial operations and Pacific markets, with experience leading teams, managing complex businesses and working with boards.

OUR SERVICES

01 Commercial strategy & performance

Revenue growth, pricing, product portfolios, customer retention, sales execution and service delivery. Turn business reviews into clear priorities.

02 Markets, partnerships & transactions

Market assessment, go-to-market planning, partner development and commercial due diligence. Support acquisition integration, rebrands and leadership transitions.

03 Executive leadership & change

Interim and fractional leadership, transition support and ownership of priority projects. Align teams, strengthen accountability and move plans into delivery.

04 Commercial & AI readiness

A focused diagnostic of growth opportunities, operating friction and practical AI use cases, supported by a readiness view and recommended 90-day priorities.

05 Boards & governance

Available for director, trustee and advisory board roles. Commercial advice on strategy, investment and transformation, informed by board reporting and community governance experience.

LET'S DISCUSS YOUR PRIORITIES

Work directly with the principal. Start with a focused review, a defined project or ongoing advisory and leadership support.

Engagements scoped to your priorities. Specialist technical work is delivered with appropriately qualified partners.