

Jerome Fletcher

Partner, Banksia Collective

Global Strategist · Systems & Scale · Human Development · Asset Advisory

Jerome Fletcher is an international strategist and operator working across property, hospitality, wellness, and cross-border ventures. At Banksia Collective, he supports asset positioning, strategic partnerships, and the systems required to move distinctive opportunities from idea to execution.

Profile

Jerome Fletcher works at the intersection of strategy, systems, human development, and cross-border venture building.

At Banksia Collective, he contributes to the positioning, structuring, and execution of hospitality, retreat, property, and development opportunities. His work focuses on translating complex ideas into clear models that can be understood, presented, and moved forward with discipline.

Trained in psychology and business administration, Jerome brings a dual perspective to his advisory work: understanding people, pressure, and leadership while building systems that support alignment, accountability, and long-term execution.

Before Banksia, Jerome built his career within the University of Southern California, operating across human resources, operations, and executive advisory within a system exceeding \$2.2 billion in institutional activity. In a Chief of Staff capacity at the Keck School of Medicine, he supported strategic planning, operational alignment, complex budgets, government-funded programs, multi-stakeholder initiatives, and senior-level recruitment.

Now based in Bali, Jerome works across Southeast Asia, the United States, and Australia, with a focus on cross-border partnerships, hospitality assets, wellness environments, real estate opportunities, and emerging market ventures.

What Jerome Brings

- **Strategic Clarity.** Translates complex opportunities into structured, executable plans.
- **Systems & Execution.** Builds operating models that support scale, accountability, and follow-through.
- **Cross-Border Perspective.** Works across Southeast Asia, the United States, and Australia with sensitivity to market, culture, and relationship-led business.
- **Human Performance Lens.** Understands people, pressure, leadership, and alignment, especially in high-stakes environments.

The Partnership

Ros Banksia-Smith brings design direction, FF&E insight, hospitality styling, and creative refinement. Jerome Fletcher brings strategy, systems, partnerships, asset positioning, and execution. Together, Banksia Collective supports distinctive properties with both visual intelligence and commercial structure.

Author — The Framework Series

Jerome is the author of *The Framework Series — The Cost of Performance* and *The Power of Purpose* — exploring discipline, identity, sustainable success, and the relationship between external achievement and internal alignment.

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