

Profile

An industrious leader with an inquisitive mindset and a passion for authenticity and collaboration.

I live by the mantra you only get out what you put in, but the ethos none of us are as good as all of us. It is this mindset that has fuelled my career journey thus far; from a small country-town Pastry Chef to a Client Partner that has worked on some of the biggest brands in the world - driving commercial results; fuelling a culture of collaboration and effectiveness.

Career journey



دائرة الثقافة والسياحة
DEPARTMENT OF CULTURE
AND TOURISM

Strategic Advisor to the Executive Director of Strategic Marketing & Communications

Strategic Advisor to the Executive Director of SM&C responsible for strategically guiding, shaping and influencing the communications strategies that best market Abu Dhabi's total tourism offering locally and globally.

In my role, I am also responsible for enriching and elevating the reputation of the SM&C Executive Director in the public domain; bolstering the perception of DCT's strengths and expertise as an industry leader in Marketing and Communications; and, reinforcing DCT's positioning as a preferred employer of choice.



WPP Change Management Consultant (Aug 22 – Feb 24)

Change Management Director enlisted to drive organisational change, foster best-in-class performance and to help develop a world-class Marketing & Communications team. During my term, the Change Management Program was recognised as a finalist at the MEPRAs awards in 2023.



Freelance Consultant – Cavalry (Feb 21 – Aug 22)

The right-hand man to the CEO, engaged as a 'shotgun for hire', to provide strategic counsel for Market Research, Brand Strategy and Development, Project Management and Campaign Fulfilment for Cavalry's domestic and international clients.



Associate Client Partner (Contract) – Us+Us (Nov 20 – Dec 20)

Us+Us is one of the new-breed creative consultancies that fundamentally believes there is a better way to help solve clients' business problems through partnership and collaboration. I was engaged to lead Client Services; overseeing the client portfolio, championing the agency agenda and nurturing the development of the Account team.



Senior > Group Account Director – Big Red (Oct 15 – Apr 16, Sept 16 – Jul 19, Apr 20 – Nov 20)

Recruited to lead four of the agency's flagship accounts: Jetstar, Optus (Prepaid and Regional), BHP Billiton and most recently the supermarket giant, Coles; for which I was responsible for \$5M in agency fees and \$8M in production budgets.

During my time at Big Red, I:

- Sat on the Leadership Team that partnered with clients to drive strong commercial returns - building a culture of collaboration and effectiveness;
- Led the brand launch of Australia's most successful collectables campaign, Coles' Little Shop. The campaign achieved 96% awareness, 56% participation and 35% change in behaviour across multiple audiences generating Coles' highest sales ever in their 100+ year history;
- Launched BHP Billiton's first brand campaign in over 30 years that saw an increase in brand value of 29% in the first year alone and double digit growth in all other metrics;

Client Partners



- Spearheaded 'Are you with Optus yet' – a brand platform created to drive reappraisal of the Optus network amongst regional Australians which, contributed sustained 2% YoY growth in market consideration and a 21% increase in YoY core product sales.
- Championed the launch of Optus' Prepaid 'Stream Music Data Free' – a category revolution that reset the value proposition for the entire category;
- Managed the transition of the Jetstar business (which had been held for over 13years) to the newly appointed agency partners in the Asia Pacific region;
- Nurtured young talent to help them develop and grow in ways that aligned to their personal and professional aspirations;
- Managed a national piece of business whilst leading my team from multiple states during my time on the Optus account; Sydney (Tuesday – Thursday) and Melbourne (Monday and Friday).



Rabobank



Senior Account Director (Contract) – [Publicis Toronto](#) (July 16 – Sept 16)

Senior Account Director engaged to support the [Canada Post](#) business through a change in Senior leadership and an incredibly challenging period of time with the Canada Post strikes.



Senior Account Director (Contract) – [PENSO](#) (Sept 15 – Oct 15)

Recruited to lead the development of Collingwood Football Club's 2014/15 brand 'identity' campaign and manage the brand launch of PENSO's newly acquired financial services client: [Banjo Loans](#).



Senior Account Director (Contract) – [Icon.Inc](#) (July 15 – Sept 15)

Responsible for developing the brand strategy, brand architecture and subsequent brand guidelines for Deakin Digital – a world-first credentialing organization.



Account Director / New Business 'Project' Lead – [TBWA Toronto](#) (Aug 13– Aug 14)

New Business 'Project' Lead responsible for driving all new business endeavours. Specifically, this included: Credential presentations, RFI and RFP submissions, plus, numerous pitch presentations for some of Canada's most famous brands: [BMO](#), [RBC](#), [TELUS](#), [Rogers](#) and [M&M Meats](#).

My key responsibilities included:

- To identify and manage the scope of work requirements and strategic priorities;
- To identify and manage both internal and external resource requirements;
- To conduct gap analysis (based on the defined scope of work) and provide recommendations on areas of concern to Senior Management;
- To develop project plans for guiding cross-functional teams with competing deliverables;
- To delegate and oversee the fulfilment of assigned responsibilities and project deliverables, including those allocated to Senior Management;
- To proactively manage the development of all final pitch intelligence through cross-functional teams – including external stakeholders;
- To participate in (and at times lead) in-depth market and competitor research; and
- To constantly drive enthusiasm and motivation amongst internal stakeholders.

Awards and Acknowledgements

- *TBWA Toronto, Inspiration Award 2013*

Campaign Manager – Account Director – [WHYBIN\TBWA](#), Sydney (June 10 – July 13)

Account Director responsible for managing four of WHYBIN\TBWA's global clients: [Visa](#), [Gatorade](#), [Midori](#), [Absolut](#) and two key domestic clients: [NAB](#) and [RaboDirect](#). During this time, I served as the primary account(s) contact for Asia-Pacific Region and Global teams based out of Los Angeles, New York and Tokyo.

My most satisfying career highlights (or campaigns) at WHYBIN\TBWA included:

1. Visa's 'GOWORLD' Global Olympics Sponsorship campaign (2011-2012)
2. Midori's Best Mixed With Summer launch; Midori's new ATL summer campaign (2011-2012)
3. Absolut Glimmer Limited Edition launch; during which I fostered and maintained a strong client relationship that helped secure the agency's opportunity to successfully pitch for a \$750k, a new piece of business - Midori (2010)

Awards and Acknowledgements:

- *WHYBIN\TBWA Sydney, Inaugural Client Services Rising Star Award 2011*
- *WHYBIN\TBWA Sydney, Account Service 'Above and Beyond' Award 2011*


Account Manager – [Ogilvy](#), Sydney (Sept 08– June 10)

Account Manager responsible for servicing four lines of business for [American Express](#), including Proprietary Acquisition, Consumer Products, Direct Sales and Small Business Services.

Whilst my core role on the Proprietary Acquisition team had a primary focus on Direct Marketing (DM) activations (across Australia and New Zealand), I was also an integral part of the team that launched two fully integrated 'Global' brand campaigns in Australia: *'Realise the Potential'* and *'Built for Business Owners'*.

Awards and Acknowledgements

- *2010 Australian Direct Marketing Association Awards – Bronze (Credit and Lending)*
- *2011 Direct Marketing Association International ECHO Awards – Leader Award*


Account Executive – [Brass Tacks](#), Sydney (Jan 07- Aug 08)

A primary team member on numerous pitch winning teams that concurrently led the day-to-day management of a full portfolio of clients. Namely: Wrigley, YUM! (on the Pizza Hut and KFC accounts), Nestle, Pernod Ricard, Nestle Antica and the Attorney General's Department of NSW.

Manager Pastry Chef – Glenbrook Village Bakehouse, Glenbrook (Jan 01- Dec 06)

An expert tradesman with over 5years experience as a Pastry Chef who was also a finalist for *Apprentice of the Year* (2002).

Education

Mini MBA in Marketing Graduate, Marketing Week (2021)
 RogenSI Presentation Skills Program, RogenSI Sydney (2007)
 Advanced Diploma of Business (Marketing), APM Training Institute (2006)
 Trade Certificate Commercial Pastry and Bakery, Western Sydney Institute TAFE (2005)

Personal Achievements

National finalist for Apprentice of the Year, 2002
 1st place - Australian International Open Judo Championships, 2000
 2nd place - Australian National Judo Championships, 1998 and 1999

References

*Available upon request