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PERSONAL SUMMARY

As a qualified Company Director (GAICD) and Certified Chair I consider myself knowledgeable and useful. I am an experienced marketing mentor who understands the Australian Small-Medium sized business landscape, I have a specific niche in the manufacturing and industrial sectors. I am a forward thinker who has an ability to identify gaps in the market, create collaborations and connect various networks together to drive cohesive results. I value the art of simplification and believe that most business oriented tasks are not hard, just require thought and planning. I come equipped with a passion for innovation and the commercialisation of products as well as how industry can be more sustainable and reduce their carbon emissions, improve responsible production and adhere to the UN's SDG's.

PURPOSE

My purpose as an advisor is to scale businesses, guide owners and management using best practice growth methodology and help them to achieve their overarching strategy to drive growth and build reputation.

LEADERSHIP

As a qualified Company Director (GAICD), certified chair and experienced advisor into the manufacturing sector I have commercial experience in dealing with businesses from the top down. If you need someone to keep you accountable and ensure your strategy is well developed and kept on track, and ensure you are making good decisions whilst minimising risk, then I will be a good fit for your board.

KEY CAPABILITIES

- Mentoring
- Board Experience (unpaid)
- Speaker & Facilitator
- Marketing Facilitation
- Strategic Planning
- HR assessment
- Creative Content
- Conceptual Design
- Website Concepts
- Lead Generation
- Networker
- Author
- Client Relations
- Business Development
- Project Management
- Event Management
- Feasibility assessment
- Grant writing
- Commercialisation
- R&D Management
- Capability Statements
- Sustainability
- Simplification
- Development of roadmaps

CAREER SUMMARY

Feb 2006 - Present	Garnish Marketing	Managing Director/ Owner
March 2015 - Present	Garnish Projects (Builder)	Managing Director/Co owner
May 2006 - May 2007	Pacific Air Cargo	Marketing Director
Jan 2006 - March 2006	Harris & Nugent Fabrics	Marketing & Development Manager
Sept 2005 - Dec 2005	UCI Commercial Furniture	Commercial Sales Rep
Aug 2002 - Sept 2005	Mokum Textiles	Sampling Manager
Nov 2000 - June 2001	Monkwell Fabrics (UK)	Marketing Assistant

Summary of latest role:

Garnish Marketing - Managing Director of own Marketing Consultancy

Garnish Marketing is a Marketing Consultancy that specialises in the Manufacturing and Distribution Industries, we help to scale industrial types of businesses using practical marketing techniques to help clients to scale up and penetrate new markets.

My Clients have included:

- AMA (fabrication)
- Cirlock (manufacturing)
- Belco Custom Trailers (manufacturing)
- Spinifex Caravans (manufacturing)
- OZTac Engineering (Fabrication)
- Astec Australia (Intl Distributor)
- Foothills Foundry (manufacturing)
- Marel (manufacturing)
- Elpro (manufacturing)
- Water Dynamics (manufacturing - ex Tyco/Pentair)
- The Jetty Specialist (manufacturing)
- Salesmasters (prof services)
- Salesfix (Prof Services)
- AustClean (trade)
- Marine Warehouse (distribution)
- Qld Organics (manufacturing)
- Rainware
- Zoom Carwash (service)
- DCM (Prof services)
- Lavender(manufacturing)
- Tidal Fluid Power (manufacturing)
- BWS Electrical (trade)
- QMS Electrical (trade)
- Rothar Engineering (Engineering Service to trade)
- Square Engineering (Engineering Service to trade)
- Maranoa Regional Council (Gov)
- South Burnett Council (Gov)
- Vayeron (manufacturing)

BOARD EXPERIENCE & QUALS

- 2013 – 2015 Voluntary Member Board member for The Nambour Alliance - Head of Communication
- GAICD Company Director Qualified
- 2020 - Approved Advisor and Certified Chair for The Advisory Board Centre



MENTORING EXPERIENCE

- Mentoring for Growth Panel member - Since 2015
- Arc Incubator Mentor Panel - 2020

WORKSHOP FACILITATION

- 2020 Library Roadshow of 7 Marketing workshops on Sunshine Coast
- 2019 Mentoring for Growth Trip to Gladstone
- 2016 Mentoring for Growth Couch Panel – Noosa Connect event
- 2015 Nambour Alliance Local event workshops x 3
- 2015 Sunshine Coast Destination Food Trail Conference – Marketing Facilitator
- 2015 Generation Innovation – Marketing Facilitator
- 2012 / 2013 / 2014 Public Speaking workshop for Redcliffe Dolphins

SPEAKING EXPERIENCE

I have many years of speaking experience for a variety of Government-run initiatives as well as private enterprise groups. I am happy to discuss at length if required.

ASSOC MEMBERSHIPS

- AICD
- The Advisory Board Centre
- Women on Boards
- Womens Network Australia
- Sunshine Coast Manufacturers Network
- Chamber of Commerce - Buderim Chamber

REFERENCES

Will be supplied upon request