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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. As a qualified vocational trainer & assessor I possess the ability to teach & guide small business owners to a deeper understanding of their gaps and help them locate long term solutions. I am a forward thinker who has the 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 17 SDGs.

## 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
- Speaker & Facilitator
- Marketing Facilitation
- Strategic Planning
- HR assessment
- Creative Content
- Conceptual Design
- Vocational Training & Assessing
- Website Concepts
- Lead Generation
- Networker
- Author
- Client Relations
- Business Development
- Project 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 service)
- Marine Warehouse (distribution)
- Qld Organics (manufacturing/agri)
- Rainware (manufacturing)
- Zoom Carwash (service)
- DCM (Prof drafting 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)
- Covey Associates (prof engineering)
- Powersafe Products (manufacturing)
- Park Furniture (manufacturing)
- Smart Batteries (manufacturing)
- Mineral Mulch (manufacturing/agri)
- Mine Rural(mining services)
- CleverLife (distribution & trade service)

## BOARD EXPERIENCE & QUALS

- 2022 - Present - Mentor - Think RAPT
- 2013 – 2015 Voluntary Member Board member for The Nambour Alliance - Head of Communication
- 2021 - Noosa Biosphere Charter Review - Voluntary Board Project
- GAICD Company Director Qualified 2021
- 2020 - Approved Advisor and Certified Chair for The Advisory Board Centre



## MENTORING EXPERIENCE

- Mentoring for Growth Panel member - Since 2015 - present
- Arc Incubator Mentor Panel - 2020- present
- Specialist Mentor - North Queensland Business Recovery - Disaster Hub - 2021 - present

## 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 including at National Manufacturing Week as a guest speaker. I am happy to discuss at length if required. Info also on my website.

## ASSOC MEMBERSHIPS

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

## EDUCATION

Cert IV - Training & Assessment (TAE40116) - 2022

GAICD - The Institute of Company Directors - 2021

Diploma of Sustainable Living - University of Tasmania - 2021

Cert 3 in Small Business Management - 2021

Certified Chair & Approved Advisor - The Advisory Board Centre - 2020

Cert of HE - 3D Design - Bournemouth College of Art

A Levels and GCSEs - 1992 - 1994 - UK

## REFERENCES

Are added to the personal statement sent with this CV