

I love transforming, growing and creating businesses to build enterprise value particularly in the sport, entertainment, media and technology sectors.

My story began in action sports as the Project Director for the X Games in Australia and New Zealand. Running a year-round program in both summer and winter environments, we pioneered entertainment as a vehicle to hit business objectives before it was called branded content, and delivered over 200 hours of authentic engagement on network TV.

With this foundation in leveraging content I then expanded into sponsorship and customer experience in the tech and telco industry, acquiring rights for the world's largest mobile network, Vodafone. This portfolio included Ferrari, Disney, Wallabies, and Billabong.

I then applied my skills as a consultant in the marketing industry with Naked Communications. Naked was credited with changing the global landscape with their innovative, media-neutral ideas and proprietary communications planning model.

After the sale of Naked I set up my digital agency, Tongue. Tongue was recognised with many local and international accolades including Cannes creative and effectiveness awards, Effie's, Use of Content, Use of Data, Loyalty and Social Media. Eight years after founding Tongue, I was extremely proud to sell the company to WPP and manage the integration into the world's leading digital agency brand, AKQA (www.akqa.com). For the past few years AKQA has been named in the Gartner Magic Quadrant report as the best agency globally to help organisations source a partner for digital strategy and execution.

Now I run a diverse portfolio of commercial ventures and projects where no week is ever the same as the previous. I focus in five key territories:

1. Placemaking
2. Sharing economy
3. Alcohol
4. Family office investing
5. Giving back

Businesses I'm deeply involved with include:

Balnce.com.au

Getfizzy.co

Carpass.com.au

Rhythmjapan.com

Carvet.com.au

Today I'm involved with 3 charities but from the end of 2020 and after over 6 years on the Board of Montessori as as a Director of Can Too I'll focus my philanthropic efforts will be focused on the juggernaut which is the Sohn Heart and Minds investment leaders conference and its associated billion dollar fund ASX:HM1. It's its 5th year of this sustainable model of charity has already donated over \$20M to medical research.

I've lectured various courses for Adschool including Integrated Brand Management and Social Media Fundamentals. Additionally, I have completed various degrees and post graduate courses at the University of Newcastle, The University of Technology Sydney and most recently at Wharton Business school.