

# RESUME

## JANE TOOHEY BSc AIMM

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### PROFILE

I have an extensive background in very senior leadership roles with a focus on strategic branding and marketing predominantly in the NFP, Consulting and Professional Services, Growth business and Health&Wellbing. My experience ranges from National companies such as Australia Post, Major Telcos such as Telstra & Optus and from an IT perspective the global Microsoft brand, Compaq and IBM. National Mutual now AXA, Royal Blind Foundation and global entertainment brand Village Roadshow.

I am the director and owner of a national marketing consultancy, Outsource2Us.

I am a director of Haven Yoga Meditation – a yoga and meditation business, passionate about sustainability and helping companies understand social responsibility.

I am a natural leader who champions change and embraces challenge with superior interpersonal skills. I have the ability to communicate with peers and reports at all levels, lobby stakeholders and gather support for new projects.

### KEY CAPABILITIES

**Business growth strategist** – ability to drive business growth through networks, creation of products and services, market awareness and direct relationship and online sales techniques.

**Leadership** – Have resourced, groomed and built high performance sales & marketing teams eg..at WorldxChange leading a team of 10, product managers, communications and PR, brand manager, internal communications, and customer relations.

**Commercial** – as a generator of rich ideas and techniques for product development and sales and business development techniques eg.. working with eTax online to offer key tax and accounting products entirely online and grow the business through regional media.

**Creativity** – ability to think outside the box, come up with a range of concepts and ideas and deliver a product or service that exceeds all expectations. E.g. developing brand and ecommerce strategies for various companies online.

## CAREER SUMMARY

<b>Outsource2Us and Haven Yoga Meditation</b> Owner, director	January 2010–Now
<b>RedPR</b> General Manager (maternity leave contract)	June 2012 –Jan 2013
<b>Lumino Brand &amp; Design Agency</b> Strategy Director	Jan 2011 – April 2012
<b>Strategy &amp; Action (Consultancy)</b> Brand and Marketing Strategist	June 2009 – Jan 2011
<b>Marketing Angels</b> Managing Director, Founder	Jan 2001 – July 2008
<b>Emery Vincent Design/Clemenger group</b> Managing Director	Jan 2000 – Dec 2000
<b>Crocodile Communications</b> Client Business Director	Jan 1996 – Jan 1999

## BOARD ROLES

### **Publicity Queen (18 months)**

Marketing communications strategy  
\$1m turnover business  
Objective to grow the business to \$3m in 3 years.

### **Mini Movers, non executive board member (18 months)**

Growth strategy and marketing  
\$29m turnover business  
Objective to grow the business to \$100m in 5 years.

### **Silverlining advisor to the board (6 years)**

Marketing advisor  
Work with Aboriginal employment opportunities  
National Indigenous Centre for Enterprise Development at Wondai

### **Royal Blind Foundation for Children**

Strategy  
Marketing

### **Embracing Motherhood advisory board (6 months)**

Growth strategy  
Start up organization  
Objective to become a National business turnover \$5m in 2 years.

## QUALIFICATIONS

### **1982-1986 Brighton University**

BSc Computer Studies majoring in Artificial Intelligence and Business

### **1994 – 1996 University of NSW Advertising & Brand Management**

### ***Other Relevant Training***

- Yoga teacher
- Mediation teacher
- Reiki level 1 and 2
- Various courses at the AICD (Australian Institute of Company Directors)
  - Strategy & Risk
  - Governance for New Directors
  - Foundations of Directorship
  - Issues for Directors of NFP's.
- Melbourne Business School – Leadership 21 program
- Graduate of the IBM System Centre Academy

## **OTHER TRAINING. MEMBERSHIPS AND DEVELOPMENT**

- Negotiation Skills - IBM
- Presentation Skills incl. Rogen in Australia
- Curriculum for Living - Landmark Education
- AIMM (Australian Institute of Management)
- WOB (Women on Boards)
- WNA (Women's Network Australia)

## **BUSINESS EXPERIENCE**

### As owner of Outsource to Us

Strategic management & communications

Contracts

- Syzan 5 Childcare Centres – Marketing Director
- MOQdigital – Outsource Marketing Director
- Basketball Queensland – Outsource Marketing Director
- Oktoberfest Brisbane (Marketing, Strategy, Communications, PR, Social)
- Australian Institute of Personal Trainers, strategy and marketing
- Red Public Relations, general management across 2 states
- Marketplace Communications, general management & strategy

### Lumino

Jan 2011 – April 2012

#### **Strategy Director**

#### ***Responsibilities***

- Brand & marketing strategy for clients
- Clients include Gadens Lawyers and many ASX listed organisations Ergon Energy, Powerlink, Queensland Roads, Gold Coast City Council.
- Business development strategy for Lumino
- Digital strategies, website and social network marketing.

### Strategy & Action

June 2009 – Dec 2010

#### **Senior consultant marketing and strategy**

#### ***Responsibilities***

- Marketing and Business Development Strategy
- Operate as outsourced marketing director and advisor
- Brand development

### ***Key Achievements***

- Working with SCI Qual to develop the brand and new marketing and stakeholder communications planning.
- Working with Southern Cross Care across all areas of the business to develop the brand, stakeholder communications, aged care, retirement and community services.
- Worked with Virgin Active to develop the national strategy for their spa solution, now being implemented in Sydney
- Brand & marketing strategy TTP Plastics manufacturing preparing for sale
- Built online business Organic Factory Outlet from scratch, now selling skincare online
- Developed strategy and launched BikeKing, a membership based organization for cycling enthusiasts, built to 250 members
- Rebrand for AGRI8 for sale of business at \$26m

### **Marketing Angels**

Jan 2001 – May 2008

#### **Founder / Managing Director**

#### ***Responsibilities***

- Management of a national consultancy firm, with a team of 39 consultants and 12 creatives, plus admin staff.

#### ***Key Achievements***

- Established the business from scratch and built up to a multimillion enterprise with clients from mining, to government to professional services.
- Developed a large workforce of up to 60 people, and developed partnerships with major brands such as ANZ bank.
- Grew the company from a standing start to \$3m turnover
- Worked across TV, print, media, direct and online. Marketing Angels became the voice of SMEs in Australia, Jane appearing on Kochie's Business Builders.

### **Emery Vincent Design, Clemengers' Owned**

Jan 2000 – Dec 2000

#### **Managing Director**

#### ***Responsibilities / Achievements***

- Managed staff of 30 designers, admin and marketing staff
- Created a succession strategy for the founder Garry Emery
- Increased integrated marketing client business vs graphic design
- Maintained 20% gross profit target
- Board responsibility with holding company Clemenger Communications
- Set new strategy for the business including relations with the Sydney business
- Set plan for strategic development.

### **Crocodile Communications**

Jan 1996 – Jan 1999

#### **Client Business Director**

#### ***Responsibilities/ Achievements***

- Business development, Client accountability
- Internet strategy development
- Jane worked with major brands such as AXA, Channel 7, National Mutual.
- Managed and grew the account service team of 10
- Won the **National Mutual** account for Internet strategy and worked with them for 2 years.
- Won the **Australia Post** account for Internet strategy, worked with them for 1 year.

## **CONTRIBUTING AUTHOR**

- Secrets of Marketing Experts Exposed – Dream Express Publishers (Dedicated chapter)
- Monthly Column in My Business Magazine 18 months
- Contributor to CEO Online, Anthill Magazine and various other websites

## **REFERENCES**

Will be made available upon request.