

RESUME

JANE TOOHEY BSc AIMM

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PROFILE

Jane Toohey an extensive background in senior leadership roles with a focus on strategic branding and marketing predominantly in the IT, Health and Wellbeing, Consulting and Professional Services, and Childcare & Education sectors. Her experience ranges from national companies such as Australia Post, Major Telcos such as Telstra & Optus, global IT brands such as Microsoft, Compaq and IBM to childcare groups such as Guardian and innovative privately-owned businesses in Queensland.

Jane was the director and owner of national digital marketing consultancy, Outsource2Us, specialising in integrated marketing and digital brands. She recently sold this business after 15 years.

Jane is a marketing leader who champions change and embraces challenge with superior interpersonal skills. Her digital skills have spanned more than 25 years and she has seen amazing changes in technology over that time.

Jane is also a level 2 yoga & meditation teacher www.havenyogameditation.com.au

KEY CAPABILITIES

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

Leadership – Having resourced, groomed and built high performance sales & marketing teams Nationally, Jane has the ability to manage large teams. She has driven communications and PR campaigns across multiple sectors, managed childcare brands for launch, driven internal communications campaigns to drive teamwork, and managed strong customer relations campaigns.

Commercial – Jane is a generator of rich ideas and techniques for product development and sales and business development techniques.

Creativity – ability to think outside the box, came 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.

CAREER SUMMARY

Haven Marketing Owner and Director	December 2024 - now
Outsource2Us, Queensland Owner and Director	January 2010 – Dec 2024
Haven Yoga Meditation Owner and Director	February 2014–Now
RedPR Communications PR General Manager (maternity leave contract)	June 2012 –Jan 2013
Lumino Brand & Design Agency Strategy Director	Jan 2011 – April 2012
Strategy & Action (Consultancy) Brand and Marketing Strategist	June 2009 – Jan 2011
Marketing Angels Managing Director, Founder	Jan 2001 – July 2008
Emery Vincent Design/Clemenger group Managing Director	Jan 2000 – Dec 2000
Crocodile Communications 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.

Royal Blind Foundation for Children

Strategy
Marketing

Embracing Motherhood's advisory board (6 months)

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

Mini Movers, non-executive board member (18 months)

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

Silver Lining Foundation advisor to the board (6 years)

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

QUALIFICATIONS & PROFESSIONAL APPOINTMENTS

BSc Computer Studies majoring in Artificial Intelligence and Business

University of NSW – Post Grad cert in Advertising & Brand Management

Mentor, Queensland Government's Mentoring for Growth program

Melbourne Business School – Government sponsored MBA

Other Relevant Training

- 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
- REIQ course – real estate sales
- Landmark Education – the Curriculum for Living
- Graduate of the IBM System Centre Academy
- 500 hours yoga teacher training

MEMBERSHIPS AND DEVELOPMENT

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

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.