

## The Team

Morgan-Davis is wholly concerned with helping businesses grow from the “outside in”. That is, understanding the existing, latent and future demand that surrounds an organisation’s core services and activities, and shaping the organisation’s differentiated position, systems, structure, products to occupy a differentiated market position. We are a group of senior marketers with complementary skill sets crossing all industries and consumer environments, bringing an extraordinary depth of knowledge, tools and expert networks to your projects.



### Helen Morgan – Business and market strategist

- 10 years' marketing management experience
- 7 years' executive management across customer-facing functions (sales, customer service, marketing) with revenue responsibility to \$70m
- 5 years' consulting experience, working with business owners and CEO/MDs.
- 10 years' advertising industry experience (campaign strategy and execution – Dip Art Graphics)
- Entrepreneur - 3 personal business ventures, 1 achieved \$5m in VC capital

Helen is an SME, startup and turnaround specialist who is highly focused on helping organisations discover their sustainable market position via rigorous strategic planning based on solid research.



### Helen Black – Business and market strategist (MBSR)

- 6 years' executive management experience
- 5 years' consulting experience
- Former lecturer in Business Studies, USQ. (Introduction to Marketing, Services Marketing, Channel Management, Promotional Management)

Helen is an established business leader with long years of experience in the education environment. She has a special interest in NFP's, Government and organisations that are seeking to make a difference.



### Veney Hiller – Marketing and campaign strategist

**M(Bus)IMC. Grad Dip Social Media Marketing (in progress)**

- 18 years marketing management, communication, creative and business development experience across agency, consumer, business to business, business to consumer, government and not for profit environments.
- 2 years' consulting experience

Veney is an integrated marketing communications specialist whose strength lies in developing cut-through campaigns flowing from good strategy. Her industry experience crosses Government, NFP, B2C and B2B. She is also an entrepreneur who has launched and run highly successful businesses of her own.



### Andrea Brosnan – Research and analysis specialist

**M(Bus)IMC, Grad Cert in Leadership, Management and Philosophy**

- 20+ years experience professional marketing and engagement
- National and international advertising campaign strategy experience
- extensive experience in primary and secondary research with textual analysis
- academic experience and qualifications

Andrea excels at in depth research informing background, product and market development, brand and promotional campaigns. Her key experience in connecting with audiences through stakeholder engagement has driven tangible success across several industries.