



Geoff Brooks BA GAICD AMICDA

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Career summary
July 2022

Communications powered by insight

I bring executive-level experience and practical operational knowhow to meeting the challenges of ever-changing community and customer expectations. With a substantive background in both corporate communications and marketing, I can help empower organisations to harness data and insights to build meaningful stakeholder relationships and to create customer experiences to promote retention and acquisition.

A substantial component of my recent projects have included crisis management scenario planning and media relations associated with mergers, resulting in board and executive advisory through both successful and failed mergers. After more than a decade immersed in governance, reputational risk management and scenario planning, I formalised my governance knowledge by successfully completing the AICD's Company Directors' course (GAICD qualified).

I have forged a career based on taking strategy, corporate communications and campaign projects from concept through execution. Some of those concepts have changed the ways businesses have approached the role of technology, events and media in achieving strategic objectives.

My career has included early adoption of technology to expand capability and to create new opportunities. I established one of the superannuation industry's first data science teams, was one of the first in the sector to shift from demographic to behavioural segmentation and among the first to deploy truly data-driven personalisation online.

I have been providing strategic communications advice and services through my new business, Verbology, to organisations keen to project and apply their values in a rapidly changing environment. I take on copy writing assignments focused on extended reports and thought leadership. I also hold non-executive board opportunities aligned with my personal interests and experience so that I can add real value to board strategic thinking and governance.

Career snapshot	Education / professional qualifications	Non-Executive Director and other roles
<p>Verbology Current Principal / Consultant</p> <p>Equisuper</p> <p>2013-19 Executive Officer Strategic Marketing and Communications</p> <p>2003-13 Various leadership and senior management positions in Communications, Brand and Marketing</p> <p>Communications Instinct (Multimedia Creations Pty Ltd) 1991-2002 Founder/Managing Director</p>	<p>Australian Institute of Company Directors (GAICD) Graduate – Company Directors Course</p> <p>AICD Foundations of Directorship</p> <p>University of Queensland Bachelor of Arts (Government, Journalism)</p> <p>Australian Marketing Institute Certified Practising Marketer (CPM)</p> <p>Association of Australian Superannuation Funds RG146 certified</p> <p>Columbia University Statistical Thinking in Data Science and Analytics (edX)</p> <p>The World Bank Future of Work (edX)</p>	<p>Mornington Peninsula and Westernport Biosphere Foundation Non-Executive Director 2020- Deputy Chair / Treasurer / Chair Finance and Public Fund Committee Member, Governance Committee / Fundraising and Stakeholder Relations Committee</p> <p>Victorian Men’s Shed Association Non-Executive Director 2021- Treasurer / Chair Finance, Audit & Risk Committee / Member, Governance Committee</p> <p>Superfriend (workplace mental health organisation) Board Program Committee member 2016-18</p> <p>Lost Dogs Home Non-Executive Director 2017-18</p> <p>Memberships Australian Institute of Company Directors (GAICD) Australian Institute of Community Directors (AMICDA)</p>
<p>Contact information</p>	<p>Address: 176 Brougham Street, Kew VIC 3101 Email: geoff@verbology.com.au Phone: 0407 486 953 LinkedIn profile: http://au.linkedin.com/in/geoffbrooks</p>	

Role:	Responsibilities	Outcomes
<p>Executive Officer Strategic Marketing and Communications Equisuper</p> <p>Member of Equip executive team reporting to CEO and Board.</p>	<ul style="list-style-type: none"> • Organisational leadership of reputation management, brand development stakeholder relations; • Media relations, including crisis management; • Risk and Compliance responsibility for the Marketing and Communications team; • Integration of data analytics and member research into organisational strategy and programs; • Online strategy and implementation, including website and social media channels; • Strategy and implementation of world-class client-facing platforms – CRM, automated marketing and personalised web. 	<p>2017-19: Authored “<i>Segment of One</i>” and “<i>Digital Future State</i>” strategies.</p> <p>Used those strategic frameworks to implement marketing communications personalisation program, including taking co-leadership of fund digital transformation project, including integration of marketing, CRM, analytics and web CMS platforms.</p> <p>PR scenario planning (crisis management) and media relations program associated with fund merger.</p> <p>2015: Conceived and headed AIST Platinum Award winning ‘Move the Dial’ campaign aimed at educating super fund members about super’s gender savings gap using an online comparator tool.</p> <p>2014: Advocated and headed transformation of fund membership segmentation to focus on psychographic, validated through campaign measurement by segment, achieving a 16% uplift in member satisfaction with timeliness and relevance of communications.</p> <p>2012: Devise and implement crisis management and media plan for Board and CEO to support merger withdrawal.</p>

		<p>Led Equip brand refresh program aligned to new “15x15” strategy with new identity launched in December 2012.</p> <p>Established Equip’s internal data science team embedded in Marketing and Communications function to become an industry leader in this capability in the not-for-profit superannuation sector.</p>
<p>1991-2002 Principal / Senior Consultant Communications Instinct</p> <p>Founded and operated my own marketing communications consultancy for 12 years. Staff of four.</p> <p>Managing Director National Travel Industry Awards Pty Ltd</p> <p>Established subsidiary, National Travel Industry Awards Pty Ltd, operating it for six years before merging it with the Australian Federation of Travel Agents (AFTA) state awards programs, then running it as Managing Director for four years until selling my 50% share to AFTA.</p>	<p>Consulted to clients across multiple sectors, including:</p> <ul style="list-style-type: none"> • Ford Australia • Jetset Tour and Travel Holdings; • Hertz Australia • Siemens VDO • Victoria University • Agfa Australia • Saab Australia • Lance Dixon • Bib Stillwell BMW • Society of Automotive Engineers Australasia • World Wildlife Fund (WWF) – <i>pro bono</i> 	<p>Built company from single-person operation to 5-person consultancy:</p> <p>Strategy and execution of franchise group communications to maintain stability while Jetset was prepared for sale by Air New Zealand.</p> <p>Established NTIA subsidiary – an awards program that broke new ground in the way sponsorships were managed and integrated with media in the industry.</p> <p>Broke new ground in media drive program strategy for Saab, achieving widespread coverage in leading women’s fashion titles to align with company strategy to increase awareness and sales to women.</p> <p>Conceived and developed ‘SOS for Whales’ marketing communications program to support WWF’s successful lobby for a Southern Ocean Sanctuary for whales at IWC convention. Forged commercial association with airline to help fund tiger preservation in India.</p> <p>Was the first company in Australia to cover a federal election live on the internet in 1996.</p>

Previously

Jetset Tour and Travel Holdings

Manager, Communications and Public Relations, Jetset Tour and Travel Holdings

Ford Australia

Product Information Manager, Public Affairs Office

Publications Editor, Public Affairs Office

News Limited

Journalist, *Sunday Sun*

Journalist, *The Courier-Mail*