

Will Halliday

Current: Head of Marketing & Strategy, OzHarvest

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Education: Master of Business Administration (MBA) - ESCP France
Master of Commerce (MCom) - University of NSW
Bachelor of Arts (BA) - University of NSW
Australian Institute of Company Directors – GAICD 2020

Skills Summary:

A proven track record of growing business for brands, agencies and event portfolios.

- 15+ years in senior marketing strategy roles with progression to Head of Strategy and Chief Strategy Officer (APAC) roles. High end business & marketing strategist. See profile [here](#).
- Skilled leader in Sydney's creative & marketing community with strong relationships across private and public sectors. Inc; Foxtel, Prime, Spotify, iTunes. Working with [Droga5](#) on 'special projects'.
- International head of marketing portfolio. Including; Vivid, Ted X, Sculptures By The Sea, Festival of Dangerous Ideas, Klimt in Paris, Nike, Amazon, Invictus Games, Tourism WA
- An ethos of collaboration & partnership across cultural, entertainment and creative industries. Always looking for mutually beneficial outcomes. Creating intrinsic value exchanges.
- Thrives in complex multi-stakeholder; to identify opportunities, lead commercial negotiations, working in challenging environments of a rapidly evolving business. Astute commercial judgement.
- Expertise in developing high performing innovation & marketing teams. Excels at cross-functional collaboration and business problem solving.
- Entrepreneurial spirit and a motivated self-starter. Founded, grew and sold a boutique digital agency from 2009-2012.
- Excels in the nexus of strategy, creative & technology. Instrumental in building GPJ's brand experience positioning and much lauded CoLab, an innovation hub for the arts Industry.



Marketing Portfolio – Australia & International

1. [Vivid Sydney Light, Music & Ideas](#): activations & projection mapping onto Sydney Opera House



2. [Klimt Expo Paris](#) – award winning interactive art exposition in Paris



3. [Sculptures By The Sea](#) – strategic partnerships & Start VR



4. [Invictus Games](#) – 2018 Sydney Invictus Games Opening & Closing



5. [Festival of Dangerous Ideas](#) – Cockatoo Island 2018 curation



6. [Sydney Gay & Lesbian Mardi Gras](#) – ANZ Gaytm



7. [TedX](#) – Strategic partnerships Kick Start program STG



8. [South X South West](#) – design & deliver event strategy program



9. [Tourism WA](#) – Experience Extraordinary brand positioning



10. [Tourism Australia](#) – 2018 Dundee Superbowl Ad Droga5



11. [Amazon Web Services Summit](#) – Full event strategy & program design



12. [ARIA Music Awards](#) – design and deliver awards ceremony and concerts



13. [Banksy Street Art](#) – street art with Tesco plastic bag sustainability campaign



14. [NIKE Unlimited Stadium](#) – design and deliver integrated campaign



15. [Apple iPhone 6 Gallery](#) – global integrated campaign



16. [Elton John VR](#) – Farewell Yellow Brick Road Tour



17. [IBM Think](#) – signature flagship annual tech event



18. [Optus Kick Start](#) – employee sales & marketing kickoff



19. [Australian Open Tennis](#) – Kyrios activations with Yornex & IBM



20. [New Years Eve Celebrations – Sydney City](#) – Annual Sydney Harbour fireworks



21. [Anzac Day War Memorial](#) – The Spirit of the Anzac



22. [Woodside International Expo](#) – international expo in Dubai



23. [Tony Robbins – Unleash The Power Within](#) – staging and event production



24. [OzHarvest CEO CookOff](#) – Ronni Kahn's annual fundraiser



25. [Toyota National Dealership Conference](#) –



Will Halliday CV

Profile

Marketing Director / Executive Strategy Director



A distinguished international career with leading management consulting groups (PWC, Accenture) and marketing agencies (Imagination, GPJ & Droga5). Will is a highly regarded marketer who has developed innovative marketing solutions for clients around the world. Will excels in the nexus between strategy, creativity & technology.



Business Consultant
CRM & Business Analyst
1994-1995

Managing Consultant
AA Business Consulting
1995-1999

Business Solutions Manager
APAC & ANZ
1999-2004

Marketing Director
Publicis Consultants
2004-2006

MBA

Group Head
Tequila Direct, & Digital
2006-2009

Snr Strategic Planner
Digital & CRM
2009-2011

Executive Strategy Director
GPJ (APAC)
Brand Experience
2016-2019



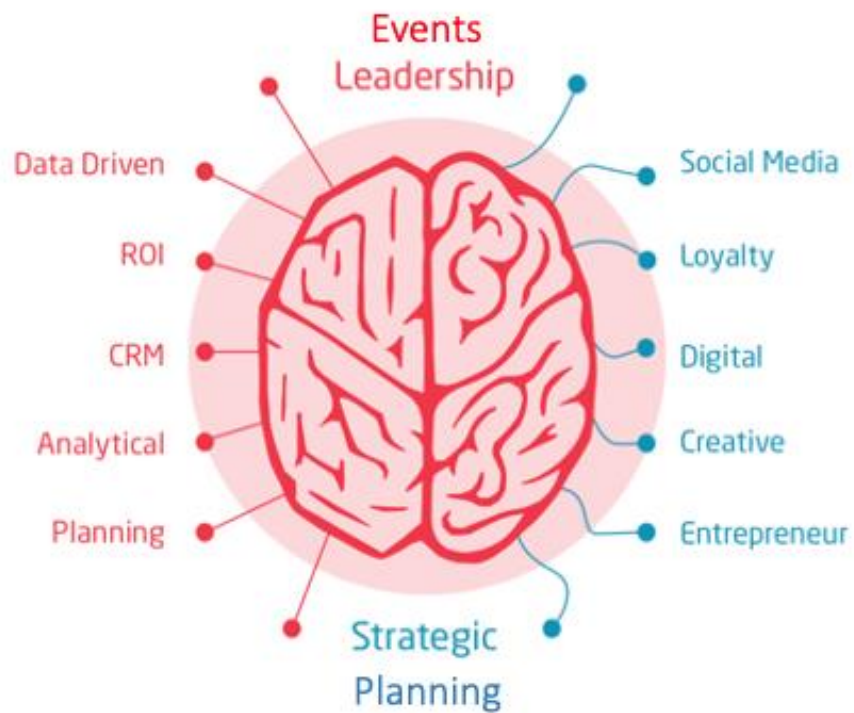
Management Consulting

MBA

Marketing Agencies

1994 ————— 2004 ————— 2019

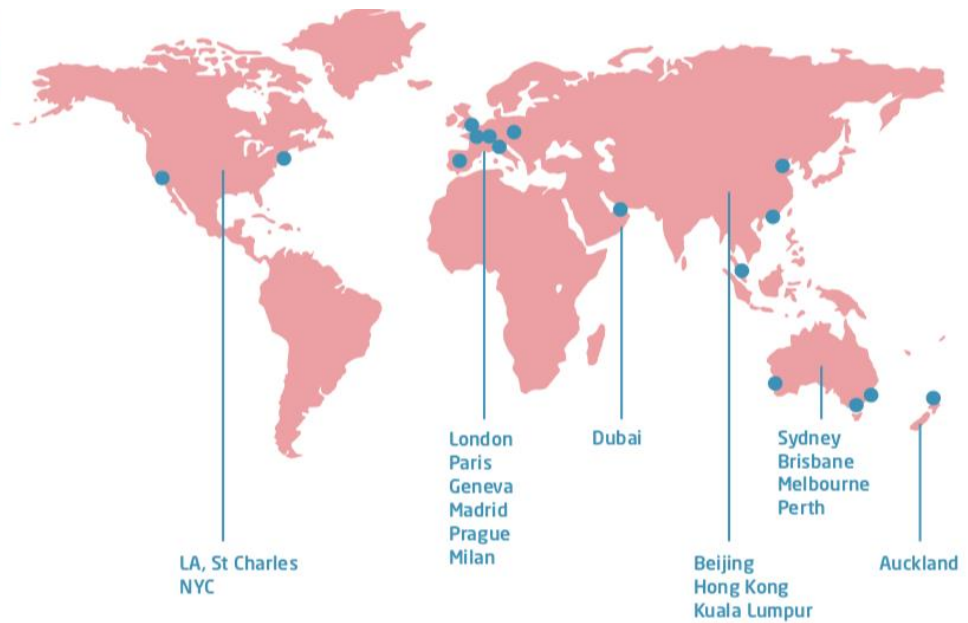
Skills



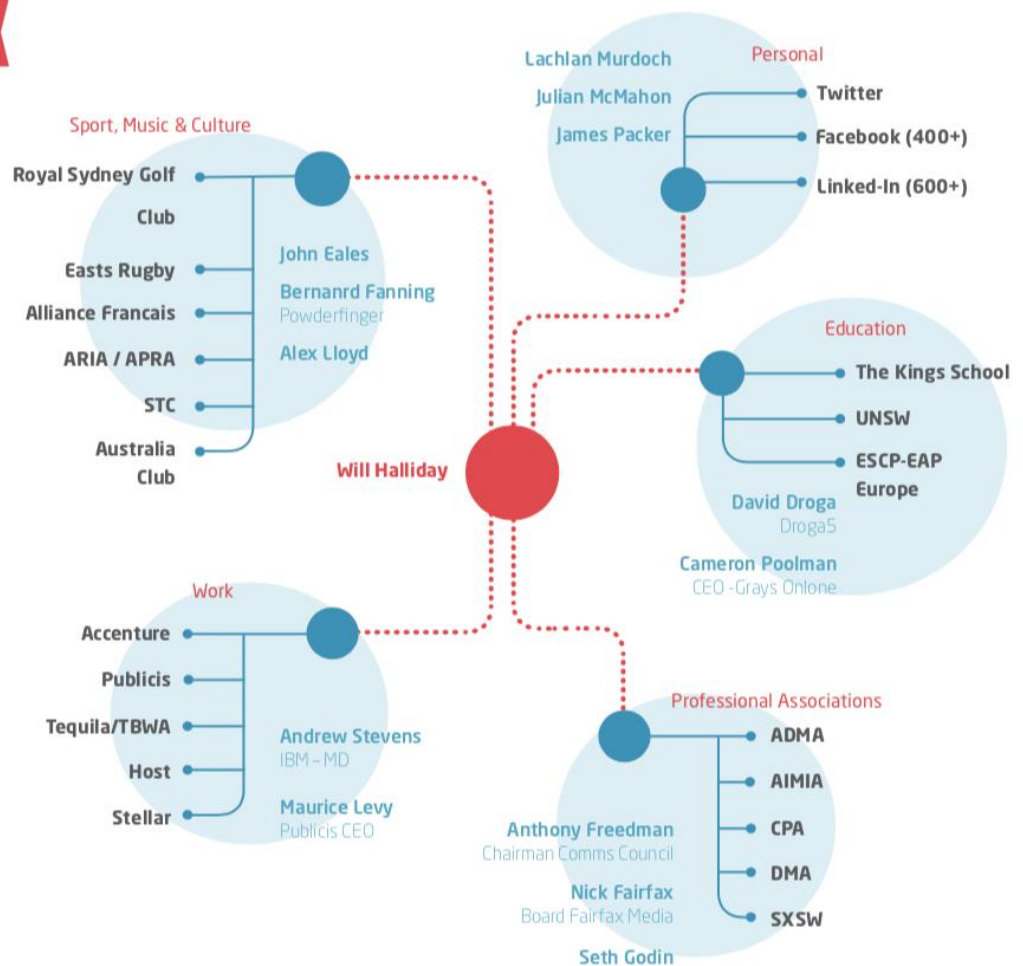
Awards



Experience

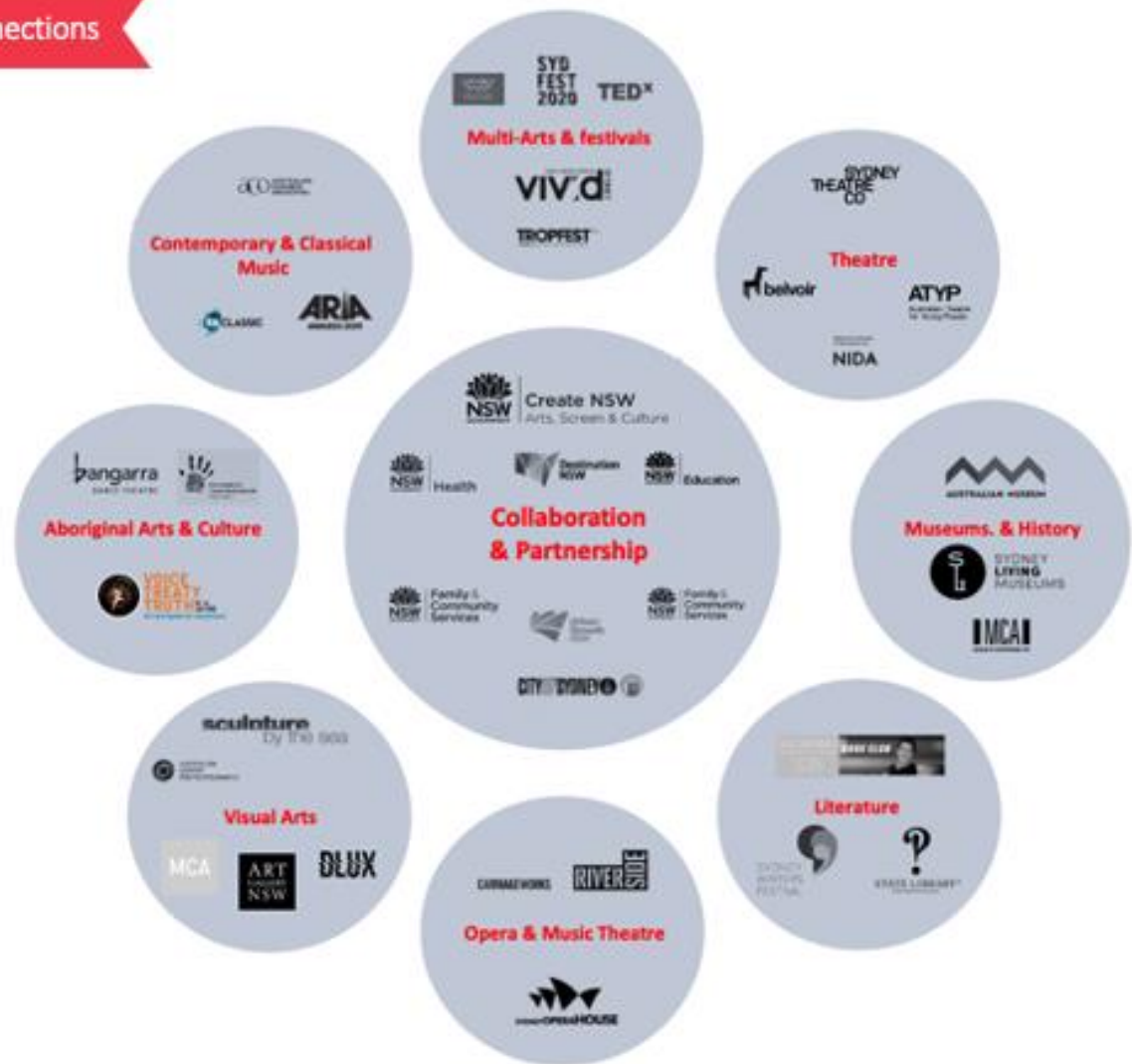


Network



Networks & Partnership - Examples

Connections



Education

1993 Master of Commerce **Australia**
(Finance & Accounting)



2004 Master of Business Administration **France**
(Marketing & International Management)

ESCP-EAP



References & Testimonials



David Droga – Founder & Chairman of Droga5

"I have no hesitation in recommending Will Halliday. He is one of the top creative strategy and business talents I've had the pleasure to work with. Smart, unconventional and nice. Rare as hen's teeth."



Ronni Kahn (AO) – CEO & Founder OzHarvest

"Will Halliday is a gem. A smart, selfless and collaborative agent of change. I am so grateful for his continued support and strategic counsel. He has done so much for both OzHarvest and A Sound Life. Will is a leader and visionary in Australia's marketing industry"



Caleb Bush - Managing Director, GPJ & Project Australia

"Will is an asset to any team. Armed with both intellectual horsepower and emotional intelligence. A lateral thinker who is adept at joining the dots. He cracks the toughest business & marketing challenges. Best of all is Will's generous spirit of collaboration. He inspires people with confidence and insight to create their best work. Everyone enjoys working with Will. A marketing gun"



Stuart Gregor – Founder: Liquid Ideas & Four Pillars Gin, Gruen

"Tremendous collaborator. Terrific thinker and insights. Marketing guru. Top bloke"



Brett Murrihy - Head of Music (Asia Pacific), William Morris Endeavor

"The award winning, Elton John VR experience that Will helped to deliver is a model of where the future of music and entertainment is going. Will brings strategic clarity and creative muscle to every brief."



Nick Mercer - Founder of MercerBell, Saatchi & Saatchi (CX Agency)

"Will helped me transform and grow MercerBell into Australia's leading Customer Experience agency. He integrated the disciplines of strategy, creative, data and technology into a successful marketing capability. His strong commercial focus can help to drive your business forward."