

NEWS RELEASE – BRISBANE, Queensland – May 8, 2025

Marketable Pty Ltd, a Queensland-based startup consultancy focused on the healthcare sector, has officially launched its new website and unveiled a fresh corporate identity, Managing Director Laura Remy announced today.

This launch marks an exciting early milestone in the organisation's journey. Though newly founded, Marketable is backed by deep experience: Founder and Managing Director Laura Remy brings over 20 years of expertise in marketing, communications, design and digital health innovation.

"Founding Marketable happened at a pivotal moment in my life," said Ms Remy. "Our family had just returned from living in Europe for six months, and it was two decades after I had first built a successful company in the global biotech cold chain space which is now a multinational. I knew it was time to bring that entrepreneurial experience into a new form—locally-focused with global perspectives and established to support today's unique healthcare challenges."

The new website, marketable.net.au, reflects Marketable's commitment to clarity, client collaboration, and sector-specific strategy. It showcases the company's consulting services, thought leadership, and a modern brand identity designed to resonate with healthcare innovators and leaders across Australia and beyond.

Laura reflects on her proudest achievements across her career in Medical Devices, Pharmaceuticals/Biotech, and Primary Health. "I've been fortunate to work within global biotech organisations, and one memorable program of work saw our team lead the first pharmacy vaccination program in 2016, a crucial channel that continues today. I was also deeply humbled to develop many patient-focused initiatives, such as the at-home, nurse-led patient support program."

As a sepsis survivor, Laura Remy now values giving back. "Having experienced both the commercial and patient sides, I understand the importance of the consumer and patient voice in marketing and advocacy. I'm grateful to participate in sepsis awareness efforts led by Queensland Health."

"These moments and personal experiences are always at the core of what I do, and what I strive to help others achieve through my commercial capabilities."

About Marketable Pty Ltd

Marketable is a boutique consultancy specializing in strategic marketing, communications, and digital transformation for the healthcare and life sciences industries. With a foundation of global expertise and a personal, agile approach, Marketable partners with clients to shape compelling narratives and deliver measurable impact.

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