

2020 Exchange | Chair Biography

Ian Elliot – Consortium Chair

“Profit and culture are friends not adversaries. You don’t have to choose between happy staff and happy shareholders. One feeds the other.”



With over 30 years in the highly competitive advertising industry, Ian Elliot rose from mail boy to CEO and Chair of Australia’s biggest agency, George Patterson. Ian became renowned as the industry’s most prolific new business winner. Along the way Ian has been the architect of iconic brands like Optus creating the ‘YES’ campaign plus worked on dozens of famous campaigns for brands like Arnott’s, Energizer and VB. He also ran the Communications Strategy for the Sydney 2000 Olympics.

Ian maintains that staff engagement, through his strong belief in the power of culture, is what got George Patterson to the top and kept them there during his entire 30 years with the company.

Recognised as the most prolific new business winner in the advertising industry (\$250 million over 4 years) and a 78% win record and with an astonishing 100% client retention rate between 2000 – 2002. Leaving a legacy, in his final year George Patterson posted their highest ever profit. He co-wrote the best-selling ‘Stop Bitching, Start Pitching’ the definitive guide to winning accounts.

At just 48, Ian retired from the advertising industry to focus on his public and private company board responsibilities. Now a professional company director, Ian is on the board of several ASX listed and private companies, including Impelus Ltd (Chairman) and McMillan Shakespeare Group Ltd (NED). He was also a Commissioner with the Australian Rugby League Commission (NRL) Some of Ian’s past directorships have included Starlight Foundation, Zenith Media and the National Australia Day Council, Hills Ltd and Salmat Ltd.

Ian is an internationally acclaimed professional speaker and has consulted to major firms including KPMG, Walker Corporation, Village Roadshow and Prime Media. He has spoken to audiences from 10 to 3000 across Australia and internationally.

Ian’s area of expertise lies in methodologies around:

- Culture and employee engagement
- Business transformation and entrepreneurial business development
- Business and executive coaching
- Change management
- Winning major accounts
- Advertising
- Facilitation and motivation
- Keynote speaker
- WOW customers experiences

Why 2020 Exchange

Ian grew up with feet in both big and small business. Rising from mail boy to CEO and using his Harvard taught skills to build some of Australia’s most successful brands, he simultaneously developed entrepreneurial businesses in partnership with his brother.

Ian knows what it takes to risk your own money in ventures and how to use guile and thrift when it comes to building successful businesses. His insights to creating WOW customer experiences have helped hundreds of companies big and small lift their game and build deeper more profitable relationships. His brand building techniques have also helped build millions of dollars in brand equity for organisations.

Ian is a highly motivating and sharp facilitator who relates well to his members, with a raw and strategic style of execution. 2020 Exchange draws upon Ian's profound success and all that he has learnt along the way.

It is Ian's connection with people, his commitment and loyalty that has inspired the greatest outcomes and aligns him with 2020 Exchange.

Qualifications | Professional Development and Training

- Class valedictorian Harvard Business School, Advanced Management Program
- Completed Australian Institute of Company Director's course. MAICD

Published Works

2007 **Stop Bitching Start Pitching** - a definitive guide to winning big accounts Murdoch Books, Sydney

Awards, Honours and Memberships

2001 George Patterson was chosen as 'Agency Employer of the Year'
2000 Industry media voted George Patterson 'Agency of the Century'
2000 Centenary Medal for services to Centenary of Federation
1999 Victor Chang Medal for services to VCCRI
1999 Member of the Australian Institute of Company Director (AICD)