

Testimonials:



Kim Maney
Passionate and Experienced
Marketing Professional

I had the pleasure of working alongside James at News Corp Australia where he continually impressed as a sharp and clever marketer in driving subscriptions and acquisitions for the business. Under James's tenure, News Queensland routinely achieved results that were unparalleled and celebrated for being the best in the country. James has an uncanny ability to approach traditional data points and analytics with untraditional, creative thinking to produce outcomes that truly move the dial. I highly recommend James to any company that has an ambitious vision for the future and requires a senior marketing expert to make their vision a reality. James is that person.



Danielle Laarhoven
Manager, Marketing
Strategy, Planning & Services
at TechnologyOne

James played a major role in the initiation and implementation of the changes to the Velocity Frequent Flyer program. His understanding of product strategy and market analysis was key during the initial planning phase of the project, and his ongoing determination and commitment to achieving strategic goals ensured the successful implementation of the program enhancements. He is a true professional with a demonstrated passion for strategic marketing, product development and consumer behaviour.



Kelly Casey
Senior Manager, Commercial
at Qantas Loyalty

I have worked with James in recommending and developing a number of product and service enhancements to our loyalty program. Over the last 12 months James has been central to the transformational change experienced by the business and has regularly demonstrated his strengths in marketing, innovation, customer advocacy, and strategy and planning. He is highly respected by his peers.

I have greatly enjoyed working with him and hope to continue this in the future!



Keith Tan
Loyalty Platforms Marketing
Lead at Suncorp Group

James is an outstanding marketing professional who has an impressive knowledge of market strategy and premium service delivery. He has an innate understanding of targeted customer demographics, and by putting himself in the consumer's shoes he is always able to think one step ahead.

James has also been a great colleague to have on the team. His ability to stay calm and level headed even under immense pressure is highly valued, as is his very helpful advice even on subjects outside his scope.



Simon Clarke
Digital Strategy, Product and
UX Leader

I first worked with James when joining Suncorp Bank in the deposits strategy team in early 2008. James undertook multiple initiatives to lay foundations for deposits growth strategy in the lead-up to the GFC. James also worked in our bank strategy team and always had a keen eye for thinking outside of the square in providing sound road-maps for the bank. James' strong customer design skill-set allows for valuable analysis and planning for any customer centric organisation.



Simon Harries
CX | Personalisation | Digital
Marketing | Data & Insights |
Loyalty & Customer Strategy

James is a first rate marketing strategist; a clear thinker, able to break down complex markets, articulate opportunities and deliver. He has been instrumental in the development and relaunch of Velocity Frequent Flyer, contributing key product and service innovations that are a foundation of the program's differentiation and success.



Peter Vozvoteka
Director - ToughProblem
.....The Untanglers

James has a great ability to look at problems from an 'Outside-in' perspective and offer unique customer insights. This provides project teams with a depth of understanding that will facilitate fresh ideas...



Penny Griffiths
Customer Success |
Marketing Automation | CX |
Marketing & Business
Strategy | Oracle Marketing
Cloud & CX

James was a key player in developing the products and associated policies for new benefits when the VFF program relaunched. The benefits James was responsible for were Australian firsts and received excellent feedback in forums for their family focus.



Natia English
Product Management

James is a highly-driven and innovative Marketing Manager. He has a great can-do collaborative attitude and his determination in leading the pack with new ways to drive subscriptions is regularly rewarded with excellent results.



Darryn De Kock
Customer Strategy,
Segmentation, Proposition
development and Experience
Design

I worked with James for a number of years in Strategic Marketing based roles in Suncorp. James' outstanding characteristics lie in his passion for his work, his desire to find a unique solution and his leadership in passing on this desire to others. His unique perspectives enabled him to rejuvenate parts of the business with new strategic approaches, exciting campaigns, and strong sales results that satisfied the desires of the business. James is an asset to any Marketing team.