

EXPERTISE. LEADERSHIP. GROWTH.

Finding direction, creating high-performance, & delivering profound success with ESMC.

March 2024

elevaremarketing.com.au



ELEVARE

Strategic Marketing Consulting

INTRODUCING ESMC...

One of the Australia's leading specialist consultancy firms.

ESMC is a Strategic Marketing Consultancy that provides world-class expertise in Business Growth - Planning, Development, and Execution. By leveraging extensive experience, capability and global best-practices, we help leaders and organisations to achieve step-change performance and commercial success.

ESMC is a full-service management consultancy firm. We offer complete support and leadership in the end-to-end process of delivering revenue, profitability and organisational growth. This includes key functions such as:

- Market Planning & Clarity of Opportunities
- Strategic Proposition & Capability Development
- Channel Augmentation
- Business Transformation: Project/Change Management for High Performance
- Delivery Excellence: Achieving Results In-Full, On-Time, & On-Budget

We have a powerful network of 45 highly talented specialists located across Australia, and a further 73 across Europe, North America, Asia, and Oceania. Our Head Office is based in Brisbane, Queensland.



EXPERTISE ▲ LEADERSHIP ▲ GROWTH



Organisation
Growth
Experts



Full-Service
Provider:
Consult+
Implement



Multi-Sector
Expertise &
Experience



Large National
Base of
Talented
Specialists



Extensive
Cross-
Industry
Network



Global
Perspective,
Network &
Capability



Values Driven.
Genuine Care,
Integrity &
Support



Spirit of
Collaboration,
Partnership &
Friendship



INTRODUCING OUR DIRECTOR...

James Keogh is ESMC's Founder & Senior Strategic Marketing Consultant.



James Keogh - DIRECTOR

Advisory + Implementation:
Global Best-Practice

ESMC – AUSTRALIA

ESMC is founded and is led by James Keogh. James brings almost 30 years of experience delivering transformational marketing activities with, and for, some of the world's most revered organisations. These include, Virgin, Toyota, News Corp, Lexus, Optus, SingTel, Flight Centre, Suncorp, Cricket Australia, Brisbane Broncos, VISA, Australian Rugby League (ARL), CitiBank, Rugby Australia, the University of Queensland, Air New Zealand, Etihad, NSW Waratahs, and the Australian Football League (AFL).

James holds several professional qualifications including a Master of Commerce (M.Com) degree majoring in Marketing from the University of New South Wales (UNSW) and a Bachelor of Commerce (B.Com) degree majoring in Marketing/Economics from Griffith University (Griff.).

He has also completed specialist training in Consumer & Organisational Psychology, Neuroscience, Crisis-Management, Neuro-Linguistic Programming (NLP), Change Management, Critical Decision-Making, Advanced Problem-Solving (Kepner-Tregoe), and Professional Coaching.

At ESMC, James draws upon his expertise to help organisations achieve compelling Strategic and Commercial growth. This is realised by working in collaboration to build clients business/ business unit's strategic marketing direction, capability, value propositions, and target marketing engagement.

James is a proven expert in Strategic Marketing Best-Practice. He is a specialist in Organisational & Market Planning, Brand Development, Communications, Loyalty-Based Marketing, and Market Growth & Opportunity Analysis. He is recognised nationally and internationally for excellence in the “hands-on” delivery of identified growth activities.

“I am constantly inspired by the power we all have to learn, grow, and unite with others to succeed. It all starts with the right direction I believe. With this... mountains can be moved.”

Personally, James has a highly regarded reputation for being a motivated and values-driven professional who possesses a strong work ethic. He fervently believes in the importance of personal integrity, empathy, respect for individuals, relationship building, and embracing customer-centred innovation.

James is based in Brisbane at ESMC's Head Office. He warmly welcomes everyone with personal and/or organisational aspirations to connect.

The Courier Mail
Sunday Mail

OPTUS *yes*

Singtel

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OF QUEENSLAND
AUSTRALIA

THE AUSTRALIAN
THE HEART OF THE NATION

AFL

brisbane
australia's new world city



Queensland
Government

RACQ

SUNCORP

TOYOTA

Virgin
australia

Wallabies

AIR NEW ZEALAND

QLD
RUGBY LEAGUE

Panasonic

Virgin

LEXUS

velocity
frequent flyer

ESMC

VOGUE

QUEENSLAND
BULLS

Hilton
HOTELS & RESORTS

MAJAC
HEALTHCARE INNOVATION

ERGON
ENERGY

FLIGHT
CENTRE

News Corporation

BRONCOS
BRISBANE

STATE OF
ORIGIN

SINGAPORE
AIRLINES

mastercard

Vaustralia

CABLE & WIRELESS

TRAVEL
MONEY

NSW RUGBY
WARATAHS

Herald Sun

citibank

Europcar

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PERFORMING
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- Business & Organisational Growth
- Strategic Marketing Management
- Business/Market Planning, Development & Execution
- Professional Development, Learning & Skills Training
- Organisational/Team Change Management & Realignment
- Consumer/Market Acquisition, Retention & SOW Growth
- International Business Development & Growth Realisation

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