

Sales and commercial leader specialising in building the systems, teams and technology behind predictable revenue. Promoted to Head of Sales & Marketing at ZiB Digital within six months, where I rebuilt the commercial function and helped drive **approximately 4x sales growth**, with qualified opportunities presented through the new process achieving an **80% close rate**.

EXPERIENCE

ZiB Digital

Dec 2025 – Present

Head of Sales & Marketing

Growth Specialist

Dec 2025 – Jun 2026

- Joined as Growth Specialist; promoted within approximately six months to lead the commercial function and rebuild the sales engine
- Sales up approximately 4x compared with the preceding several-month period; 80% close rate on qualified opportunities presented through the new sales deck and process
- Lead a 7-person commercial function: six franchise partners and a Head of Growth
- Rebuilt the full sales journey: pre-qualification, commercial discovery framework, sales decks, coaching and accountability, AI-assisted workflows
- Conceived and built ZiB OS, a suite of AI-powered commercial tools designed to generate demand, qualify opportunities and improve sales conversations; also led the strategy and build of ZiB Digital's repositioned website

BlueRock Digital

2024 – Nov 2025

Growth & Partnerships Manager

- Closed approximately \$250K in new business in the first year at a 23% close rate; referred \$100K+ into other BlueRock divisions
- Worked directly with directors and senior leadership on growth strategy; ran sales campaigns, pipeline development and client-growth workshops
- Delivered 4+ events generating 500+ contacts

Network Effect Consulting · HeyRCG

2022 – 2024

Consulting / Growth / Digital

- Sales growth, digital marketing, partnerships, client management and digital delivery across consulting and portfolio work

JRJD Consulting

2021 – 2022

Business Development & Digital Projects

- Client management, business development and partnerships; clients included First Move Digital, Statlab and Think10 Capital

VENTURES

7 Days To Launch FOUNDER · 2023 – PRESENT

Built a web business from zero using partnerships, referrals and direct sales. Approximately \$100K first-year revenue and \$250K+ revenue since launch, with no paid advertising. Originally Website In A Week.

Dog Stairs FOUNDER · DOGSTAIRS.COM.AU

A premium physical-product business managed end to end: sourcing, importing, positioning, lead generation, quoting and sales.

CORE EXPERTISE

Sales Leadership / Sales Process & Strategy / Commercial Discovery / Coaching & Accountability / Pipeline Management / AI & Sales Technology