

# Resume Profile x Christine Moody

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## Overview—Brand Strategist + Trade Mark Advocate

Christine Moody one of Australia's leading, multi-award-winning brand strategists and the founder of brand management consultancy, Brand Audits. With more than 35 years' professional experience, Christine has helped a diverse client base of local and international high-profile brands with challenging and diverse range of strategic projects—including Gold Coast City Council, Hilton Hotels, Terry White Chemists, International Cricket Council (UAE), Wrigleys (USA), and Become (USA)—to develop, protect and achieve brand differentiation. She is able to think strategically and beyond the obvious, to deliver outstanding insights to executives at Board, CEO, and Marketing Director level. She is also an author and a law student with a focus on intellectual property.

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## Education

**Trade Marks Practice**—UTS Law School (currently undertaking)

**Graduate Certificate in Applied Law**—QUT Law School, Intellectual Property (Trade Marks)

**Principles and Practices of University Learning and Teaching**—Associate Fellow of Higher Education Academy (UK)

**Master of Design (Research Thesis)**— QUT Creative Industries, 'How international companies use design thinking to compete by brand differentiation'

**Design Thinking Bootcamp: From Insights to Innovation**—Hasso Plattner Institute of Design (d.school), Stanford University (USA)

**Graduate Diploma AICD**—Company Director's Course

**Post Graduate Diploma in Communication (Distinction)**—Received Dean's Award for Excellence and Golden Key Honour Society Award, QUT Business School with GPA 6.75/HD

**Bachelor of Arts, Graphic Design**—Queensland College of Art (QCA), Griffith University—Received Gold Student's Award at Brisbane Advertising Awards (Best Campaign).

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## Career History

2005–current: **Founder + Brand Experience Expert, Brand Audits**

*In this current position, I provide integrated, independent, strategic reports assessing brand against an organisation's vision, values, and mission in the context of the strategic plan and customer insights to ensure brand differentiation in the marketplace. I also develop and execute successful, creative brand identity standards, systems, processes, and ongoing monitoring to present a consistent image and experience, across all customer touch points—marketing, communications, and advertising (online and offline). I am also part of ABC Radio Brisbane's retail brands panel.*

### Key achievements

- > Working for global companies such as *Wrigleys* (USA) and *International Cricket Council* (UAE) has provided me with exposure to large corporate brands.
- > This has provided me with the experience to develop my interpersonal and organisational skills working across different countries and cultures.
- > It has also allowed me to hone my highly-developed customer engagement and problem-solving abilities to build strong client relationships that helps to ensure client retention—e.g. working on start-up *Become*

cosmetics with client in Los Angeles, print broker in Canada, print facilities and packing in China, and fulfillment in Australia.

> On a local level, I have worked with Gold Coast City Council on major projects to enhance the visitor experience—e.g., audit, design, and implementation for all of *Gold Coast City* assets (pools, parks, walkways, heritage walks, reserves, and waste management).

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2012–2013: **Founder and Chief Executive Officer, Vantage Brand** (*part of Vantage Group—run concurrently with Brand Audits*)

*While operating Brand Audits, I established a brand consulting unit as part of the Vantage Group of companies specialising in turnaround and business recovery driven by brand repositioning and/or brand redesign. I worked alongside CEOs and other executives to align business strategy with the creation of brand assets during one of the businesses most stressful periods—when the business is undergoing restructure and repositioning.*

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2001–2005: **Founder and Managing Director, Design Agenda** (*now Rowland Creative*)

*Moody Design created a new offering under the Rowland brand. I established a speciality brand consulting unit as part of the Rowland Group of companies with joint venture partner, Geoff Rodgers. We specialised in corporate communications—both print and digital—to deliver a coordinated message for a range of infrastructure companies, Government-owned corporations, and private-sector organisations across a range of industry sectors. We worked with CEOs and other executives to align business strategy with the creation of brand assets.*

#### **Key achievements**

> Worked on major Queensland Government infrastructure projects including brand strategy, naming, brand identity development and implementation—e.g., *Kelvin Grove Urban Village* and *Qpac*.

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#### **Start Ups / Innovative Projects**

2014–2017: **Founder + Chief Brand Officer, Designer Law School**

- > Author of *Designer Law School: Lessons for design entrepreneurs*
- > Created education program for designers and entrepreneurs; and those who work for organisations that employ designers
- > Created brand from scratch and developed online offering and education program.

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2010–2017: **Founder + Chief Brand Officer, The Wrap Dress**

- > Designed and produced beautiful wrap dresses for busy executive women sold via an online boutique
- > The Wrap Dress is a designed in Australia using Italian knits
- > Created brand from scratch (including trademark), developed online store, and logistics system.

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Dec 2008–Dec 2010: **Founder + Chief Brand Officer, Poppy Cakes**

- > Created New York-style cupcake retail store—from concept to implementation
- > Won *BRW* ‘Best Creative Business Idea’—Poppy Cakes ‘Party in a Box’ concept.

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#### **Other Career Highlights**

> Aug 2009–2012: **Brand Positioning Design Analyst, Ulysses Program**—Queensland Government panel—corporate brand expert; 1990–present: **Sessional Academic, QUT Business School**—Brand Management, Advertising Campaigns, International Logistics, Strategies for Creative Advertising, Advertising Campaigns, and Advertising Management; Finalist “Sessional Teaching and Reflection Showcase 2017” Award for innovative initiatives in teaching practice; 2018 Vice-Chancellor’s Awards for Excellence (Nomination); and Jan 1984–Jun 2001: **Principal and Design Director, Moody Design.**

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## Other Details

### Qualifications

- > Trade Mark Practice—UTS Law School (currently undertaking)
- > Graduate Certificate in Applied Law—Intellectual Property (Trade Marks), QUT Law School
- > Associate Fellow of Higher Education Academy (UK)—Principles and Practices of University Learning and Teaching—
- > Master of Design (Research Thesis) 'How international companies use design thinking to compete by brand differentiation', QUT Creative Industries
- > Design Thinking Bootcamp: From Insights to Innovation—Hasso Plattner Institute of Design (d.School), Stanford University (USA)
- > Graduate Diploma AICD—Company Director's Course
- > Post Graduate Diploma in Communication (Distinction), QUT Business School (Received Dean's Award for Excellence and Golden Key Award Honour Society for achieving GPA 6.75/HD)
- > Bachelor of Arts—Graphic Design, Queensland College of Art (QCA), Griffith University (Received Gold Award for Best Advertising Campaign (Brisbane Advertising Awards))

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## Professional Education and Continuing Professional Education

### International

- > Better By Design, CEO Summit 2013, 2012, 2011, 2010
- > Post-Better By Design Tour, CEO Summit 2012
- > Stanford University Graduate School of Business, Design Thinking Boot Camp 2011
- > Design Management Institute (DMI) USA International Brand Conference 2005–2009

### National

- > AgIdeas 2012 Advantage Business Seminar, Melbourne
- > AgIdeas 2012 Design for Business and Industry Research Conference, Melbourne
- > AgIdeas 2012 International Design Forum, Melbourne

### Business

- > Australian Institute of Company Directors (AICD) Company Director's Course 2010
- > Australian Institute of Management (AIM) networking events—including 'On Board To Boards' events
- > AICD Interpreting Company Financial Statements E-Learning Course 2010
- > QUT AFA AdSchool
- > AICD Company Director's Course
- > QUT AFA AdSchool (Digital Marketing)
- > Griffith University Web Design
- > *Entrepreneur* Graphic Design Certification School (Adobe suite)

### Professional Development:

- > Australia Institute of Management (AIM) events—including 'On Board for Boards' events
- > Internet and Multimedia—miscellaneous postgraduate studies, QCA, Griffith University—completed 2000
- > National Institute of Dramatic Art (NIDA) corporate performance course May 2008; and various one- and two-day writing and design courses and seminars
- > Multi-colour Print Buyer's Course—professional training, Intech / Inprint Limited (Hannan Group)—completed 1991.

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## Work History (Highlights)

### Professional Career

- > 2010–present                      Founder + CBO (Chief Brand Officer) and Managing Director, Brand Audits
- > Sep 2012–May 2013              Founder + CEO and Managing Director, Vantage Brand
- > Jun 2005–2010 Founder + Managing Director, Moody.BrandAdvisors
- > Aug 2009–2012                      Brand Positioning Design Analyst, Ulysses Program
- > Jul 2001–May 2005                Founder + Managing Director, Design Agenda (Now Rowland Creative)
- > Jan 1984–Jun 2001                Principal + Design Director, Moody Design

### Other

- > 2016–present                      Academic Sessional lecturer and tutor—QUT Business School (Brand Management, Advertising Management, International Logistics, Strategies for Creative Advertising, and Integrated Marketing Communications)
- > 2013–2016                              Member—QUT Graduate School of Business Advisory Board

- > 2005–2012            President + Mentor—QUT Business School Fostering Executive Women Mentoring Program
- > 2011                 QUT Business School Scholarship to attend Stanford University Executive Program 2011
- > 2010                 Judge—Lord Mayor’s Business Awards
- > 2010                 Member—CIRCA Development Group
- > 2009                 Appointed—Brand Positioning Design Analyst on the audit team of the Queensland Government’s Creative Industries Ulysses Program, which works with Queensland companies to create and sustain a competitive advantage through design
- > 2009                 Opened—first ‘Poppy Cakes’ retail store in Emporium, Fortitude Valley
- > 2008                 Started—Poppy Cakes retail concept online and ‘Pop Up’ retail concept
- > 2008–2012         Member—Management Excellence Awards 2008 Committee, AIM
- > 2008–2010         Mentor—QUT Business School Fostering Executive Women Mentoring Program
- > 2007–2018         Member—Ambassador, and Membership, Fine Arts, and Women Leaders Sub-Committees—The Brisbane Club
- > 2007–2017         Member—Griffith University QCA Industry Advisory Board
- > 2003 / 2004 / 2006   Judge—Design Institute of Australia (DIA) Queensland Design Awards
- > 1983–2009         Academic Sessional—lecturer, tutor, and external assessor, Queensland College of Art, Griffith University
- > 1990–1992         Academic Sessional lecturer and tutor—QUT Business School (Brand Management and Advertising Management).

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**Professional Associations and Memberships (Past and Present)**

- > Past-President—Queensland University of Technology (QUT) Business School, Fostering Executive Women (FEW), 2011, 2012 and immediate past-President 2013
- > Foundation Member and past Vice-President—Australian Graphic Design Association (AGDA)
- > Fellow and past-Graphic Design and Communications Chair—Design Institute of Australia (DIA), became Fellow in 2000 and accredited in 2003; and citation for 20-year membership honoured in 2013
- > Fellow—Australian Institute of Management (AIM)
- > Fellow—Design Management Institute (DMI) (USA)
- > Member—Society of Environmental Graphic Designers (SEGD)
- > Member—Australian Institute of Company Directors (AICD)
- > Member—The Brisbane Club (also Convenor and Club Ambassador, Membership, Women In Business, and Fine Art Sub-Committees)
- > Immediate past Member—Women Chiefs of Enterprises International
- > Immediate past Member—The CEO Institute
- > Member—Golden Key International Honour Society (membership is by invitation only to the top 15% of university students based solely on the criteria of their academic achievements).

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**Board and Council Appointments**

- > 2019                 Judge—National Retail Association, Retail Awards 2019
- > 2013                 FEW Representative—QUT Graduate Business School Advisory Board
- > 2012–2013         Honorary Member inaugural QIMR / RBWH ‘The Weekend Walk to End Women’s Cancers’
- > 2012–2013         Director—Vantage Brand board
- > 2010–2011         Advisory Board—CIRCA Development Group
- > 2008–2010         QCA Industry Advisory Council—Griffith University
- > 2010–2012         President FEW—QUT Business School
- > 2007–2017         Club Ambassador, Convenor of Ambassadors, Membership, Women in Business, and Fine Art Sub-Committees—The Brisbane Club
- > 2001                 Company Director and Company Secretary
- > 1996–1998         Committee Member—Design Institute Australia (Qld) Design Council
- > 1990                 Vice-President, Council Member, and Founding Member—AGDA (Qld).

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**Speaking Engagements**

- > 2019                 Rotary Brisbane—Protecting your valuation assets—Trade Marks
- > 2018                 Clayfield College 88<sup>th</sup> Annual Speech Night—‘Finding and Keeping Your Passion’

- > 2017 Commonwealth Bank, Women in Focus, 'Real Stories'—'Smashing Plates'
- > 2017 QUT—STARS (Sessional Teaching and Reflection Showcase) Finalist for 'The Art of Branding: Louis Vuitton case study'
- > 2017 Asset Management, International Conference—'Intangible Assets: Design and Management'
- > 2017 QUT Business School—'Linkedin and Career Preparation'
- > 2016 Legalwise Seminars—'Going Viral: Social Media, IP, and Branding'
- > 2016 Institute of Internal Auditors—'Auditing your organisation's Brand to Reveal Reputational Risk and Opportunities'
- > 2015 QCA Creative Industries Panel Discussion—Students and Careers
- > 2014–present ABC Radio Brisbane: 'The Retail Panel' and 'Hidden Persuaders' (Steve Austin's program)
- > 2014–present Designer Law School—'Legal Lessons for Design Entrepreneurs'
- > 2013–present Commonwealth Bank Education Series—'Retail Brand Tours' and 'Design Thinking Bootcamp'
- > 2013–2014 BEAQ 2013 National Conference—'Making the Connection: Using Brand to Connect and Create a Great Education Experience'
- > 2011–2012 MC QUT Fostering Executive Women—'Executive Conversations', 'Harvard Conversations', and Harvard Scholarship Award Announcements
- > 2011 CEO Institute—'Design Thinking and Business'
- > 2011 Brand Audits Conversations—'Design Thinking and Stanford University—Bringing It Home'
- > 2011 AIM—'Thought Leaders: Design Thinking for 21st Century Leaders'
- > 2011 QALFM—'Law Firm Branding: How to compete through differentiation—not price'
- > 2011 AGDA AGM—'Let's have a conversation'
- > 2011 QUT Young Alumni—'Careertopia: Achieving that ultimate career'
- > 2011 McCullough Robertson Lawyers—'Brand Opportunities with ASIC Name Registration'
- > 2011 DIA Breakfast Series—'Brand is Everything: Poppy Cakes case study'
- > 2010 AIM—'Brand Auditing: How does your brand measure up?'
- > 2010 QUT Business School—'What employers are looking for'
- > 2010 Austrade—'Women in Global Business' Seminar Series 2010
- > 2009 AIM—'Brand Identity: How does your brand measure up?'
- > 2008 QUT Business Advantage—'What Makes a Good Leader'
- > 2008 Westpac—'Remix: Getting the Ingredients Right'
- > 2008 CPA Congress—'Business 101' panel discussion
- > 2008 Westpac—'Women Leaders in Export'
- > 2008 Griffith University, QCA—'The Business of Graphic Design'
- > 2008 Anglican Schools Annual Conference—'What's a Brand Got to do With It?'
- > 2008 Design Management Institute (USA)—'Telling Customers Where to Go' Gold Coast City Council Masterplan presentation, Singapore
- > 2008 The Brisbane Club—'Telling Customers Where to Go' Gold Coast City Council Signage
- > 2007 KPMG—'Brand Global / Act Global' presentation to clients
- > 2007 AGDA—National Conference 'Brand Global / Act Global'
- > 2007 Brisbane City Council—Launch of 'Signature Brisbane' identity
- > 2006 Creating Exceptional Leaders—Conference
- > 2006 Asia-Pacific Professional Services Marketing Association (APSMa)—'Branding From the Inside'
- > 2006 Regional Advertising Design Association (RAD)—Breakfast Seminar
- > 2006 AIM—Queensland Chapter—'Talk' Series
- > 2006 AIM—'On Board to Board'
- > 2005 4UM Asia Advertising—Conference
- > 2005 Executive Roundtable—Conference
- > 2005 Proberts Fairweather Architects
- > 2005 The Brisbane Club—'Branding in the USA'
- > 2004 International Coaching Federation—'The Importance of Identity'
- > 1998 DIA—Great Debate
- > 1997 QCA, Griffith University—'Professional Practice'
- > 1996 Design College of Australia
- > 1996 QUT—Industrial Design
- > 1995 Society of Editors—General Meeting

> 1990—

QUT Business School and QUT Law School—Sessional Academic and Guest Lecturer.

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## Awards and Publications

- > 2018 QUT—Vice-Chancellor's Awards for Excellence
- > 2016 QUT Academic Sessional 'STARS' finalist—'The Art of Branding: Louis Vuitton case study'
- > 2012 DMI International Research Conference 2012—Paper accepted: Poster Session
- > 2012 'I Love Food' Winner—Queensland's Favourite Bakery 2012: Poppy Cakes
- > 2011 *BRW* Magazine—Best Creative Business Idea
- > 2009 Gold Coast Urban Design Awards—Broadbeach Library
- > 2009 Society of Business Communications—Gold Quill Award (USA)
- > 2009 Print Industry Craftsmanship Award—Red Magazine: Bronze Award
- > 2008 AIM Management Awards—Winner, Owner Manager of the Year (Don Meij was the judge!)
- > 2008 National Multicultural Marketing Awards—Export Category, Asia Pacific Screen Awards
- > 2007 Gold Coast Urban Design Awards—Main Beach North Oceanway
- > 2006 Telstra Business Women's Award 2006—Queensland Finalist
- > 2006 Australasian Reporting Awards—Bronze Award
- > 2002 DIA—Design Awards-: Finalist
- > 2000 DIA—Award of Fellow
- > 2000 Print Industry Craftsmanship Award—Digital Catalogue: Gold Award
- > 1998–2000 DIA—Appreciation Awards
- > 1998 *Graphis* Publication—Award-winning poster published in *Graphis Posters* (USA)
- > 1997 Brisbane Advertising Awards—Bronze Award
- > 1996 *Graphis* Publication—Poster Award
- > 1996–2001 Annual Report Award Australia Inc—Silver Awards
- > 1996 Arts Queensland—Scholarship Award: two weeks at RMIT to attend professional development course presented by Italy's prestigious academy Domus
- > 1995–2001 Queensland Public Sector Annual Report Awards—Merit and High Awards
- > 1995–2001 Print Industry Craftsmanship Award—Annual Report and Prospectuses: Gold Award
- > 1995 QUT Business School—Dean's Award for Excellence
- > 1990 Society of Business Communications—Gold Quill Award (USA)
- > 1983 Brisbane Advertising Awards—Gold Award.

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## Supporting the Community

- > 2008– Through Poppy Cakes—support many events, charities, and fundraising initiatives for schools, community groups and organisations ie, RSPCA, Cancer Council, Canteen, Helping Hands, Fortitude Valley / New Farm State Schools et al
- > 1988–2010 Designed and implemented internship program for third-year QCA design students
- > 1985– Ongoing formal and informal mentoring—business and design students and early career professionals