

chris moody.

**BRAND
EXPERT**

me.

I get brand stuff done.

Give me a brand problem and I will draw on my extensive experience to solve it.

- I have more than 35+ brand management experience
- I work with a diverse range of high-profile Australian and international brands
- I work with Gold Coast City Council, Hilton Hotels, Terry White Chemists, International Cricket Council (UAE), Wrigleys (USA), and Become (USA)
- I help companies develop, protect, and achieve brand differentiation and consistency
- I offer independent brand advice to Boards, CEOs, and Marketing Directors—from brand launches to brand repositioning
- I coach and educate executives and other stakeholders to ensure organisation-wide understanding of the value of brand
- This leads to brand execution efficiency across all channels, higher brand awareness, increases in brand equity, and greater brand loyalty.

skills.

I am unique.

I have hands-on global brand experience across a diverse range of brands.

- I work with brand leaders to observe their brand through the eyes of their customers and consumers
- I use my problem-solving ability to bring together company and customer perspectives
- I live and breath all things brands and keep an eye on current and emerging trends
- I interpret and apply relevant trends to ensure brands remain current and ahead of the competition
- I translate the brand 'touch points' across print, digital, and social media platforms for consistency of message
- I speak both 'business' and 'brand' languages to create a seamless brand experience
- I also teach Brand Management at QUT Business School
- I ensure all intangible assets are nurtured and loved to ensure brands remain relevant and increase in value.

clever.

I walk the talk.

I have a passion for life-long learning with qualifications across design, advertising, business, law, and retail.

- Graduate Certificate in Applied Law (QUT Law School)
- Master of Design—Research Thesis: *Design Thinking in Retail* (QUT Creative Industries)
- Company Director's Course (Australian Institute of Company Directors)
- Post Graduate Diploma in Communication (Distinction) (QUT Business School)
- Bachelor of Arts—Graphic Design (QCA Griffith University).

hello.

contact me here.

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