

Comprehensive Resume Profile x Christine Moody

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Overview—Christine Moody, Chief Brand Officer

BA GradDip(Comn)(Dist) MDes (Research) GradCertAppLaw FAIM FDIA GAICD IPSANZ AFHEA

Christine Moody one of Australia's leading, multi-award-winning brand strategists and the founder and CBO of brand management consultancy, Brand Audits. With more than 40 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. Christine is also a Sessional Academic at *QUT* and *The University of Queensland Business Schools*.

Education/Qualifications

- > Graduate Certificate in Applied Law—*QUT Law School*, Intellectual Property (Trade Marks)
- > 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)*
- > Company Director's Course, Graduate Diploma—*Australian Institute of Company Directors (AICD)*
- > 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).
- > Creativity in Entrepreneurship—*USQ Upskill*
- > Digital Literacy Essentials; Digital Data Analysis; and Covid Safe Work Training—*TAFE Queensland*
- > Associate Fellow, Principles and Practices of University Learning and Teaching—*Higher Education Academy (UK)*.

Career History

2005–current: Founder + Chief Brand Officer, 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 the Brand Expert on *ABC Radio Brisbane's The Retail Panel*; and present on *ABC Radio Canberra's The Art of the Sell* segment.

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—e.g. pools, parks, walkways, heritage walks, reserves, and waste management.

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.

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. 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*.

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.

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 designed in Australia using Italian knits
- > Created brand from scratch (including trademark), developed online store, and logistics system.

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.

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*.

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

- > *AglIdeas* 2012 Advantage Business Seminar, Melbourne
- > *AglIdeas* 2012 Design for Business and Industry Research Conference, Melbourne
- > *AglIdeas* 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 (Digital Marketing)
- > *Griffith University*—Web Design
- > *Entrepreneur*—Graphic Design Certification School (Adobe suite)
- > *TAFE Queensland*—Digital Literacy Essentials; Digital Data Analysis; and Covid-19 Safe Training.
- > *USQ UpSkill*—Creativity in Entrepreneurship
- > *UQx* —Design Thinking and Creativity for Innovation.

Professional Development

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

Work History (Highlights)

Professional Career

- > 2014–present Presenter—*ABC Radio Brisbane* and *Canberra*, ‘The Retail Panel’ + ‘The Art of the Sell’ segments
- > 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, *Queensland Government*
- > Jul 2001–May 2005 Founder + Managing Director—*Design Agenda* (Now Rowland Creative)
- > Jan 1984–Jun 2001 Principal + Design Director—*Moody Design*.

Other

- > Jan 2022–present Sessional Academic—*The University of Queensland*, Business School
- > 2013–2016 Member—*QUT* Graduate School of Business Advisory Board

- > 2005–2012 President + Mentor—*QUT Business School Fostering Executive Women Mentoring Program*
- > 2011 Awarded—*QUT Business School Scholarship to attend Stanford University Executive Program 2011*
- > 2010 Judge—*Brisbane City Council, 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*
- > 1990–present Academic Sessional lecturer and tutor—*QUT Business and Law School* (Brand Management, Advertising Management, International Logistics, Strategies for Creative Advertising, and Integrated Marketing Communications)
- > 1983–2009 Academic Sessional—lecturer, tutor, and external assessor, *Queensland College of Art, Griffith University*

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 in 2013
- > Fellow—*Australian Institute of Management (AIM)*
- > Fellow—*Design Management Institute (DMI) (USA)*
- > Member—*Queensland Art Gallery and Gallery of Modern Art (QAGOMA)*
- > Member—*Museum of Brisbane (MoB)*
- > Member—*Society of Environmental Graphic Designers (SEGD)*
- > Member—*Australian Institute of Company Directors (AICD)*
- > Member—*The Brisbane Club* (also Convener 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).

Board and Council Appointments

- > 2020 Member—*Somerset Education Advisory Board*
- > 2019 Judge—*National Retail Association, Retail Awards 2019*
- > 2013 *QUT Fostering Executive Women's 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 Member—*CIRCA* Development Group Advisory Board
- > 2008–2010 Member—*QCA, Griffith University* Industry Advisory Council
- > 2010–2012 President—Fostering Executive Women (FEW), *QUT* Business School
- > 2007–2017 Club Ambassador, Convener 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
- > 1988–2005 Vice-President, Council Member, and Founding Member—*Australian Graphic Design Association* (AGDA) Queensland Branch.

Speaking Engagements

- > 2021 *Red Apple Consultancy*—Sales Accelerator Program—Trade Marks
- > 2020 *ABC Radio Canberra*—'The Art of the Sell' (Anna Vidot's program)
- > 2019 *Rotary Brisbane*—Protecting your valuation assets—Trade Marks
- > 2018 *Clayfield College* 88th 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—*ABC Radio Brisbane*—'The Retail Panel' and 'Hidden Persuaders' (Steve Austin's program)
- > 2014—*Designer Law School*—'Legal Lessons for Design Entrepreneurs'
- > 2013—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.

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 *Asia Pacific Screen Awards—National Multicultural Marketing Awards: Export Category*
- > 2007 *Gold Coast Urban Design Awards—Main Beach North Oceanway*
- > 2006 *Telstra Business Women's Award—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 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.*

Supporting the Community

- > 2008– Through *Poppy Cakes*—supported and sponsored 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 bespoke, 12-month, internship program for third-year QCA design students
 - > 1985– Ongoing formal and informal mentoring—business and design students and early career professionals.
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