

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 40+ 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 and other units at QUT + The University of Queensland Business Schools
- 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).

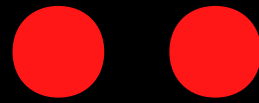
hello.

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what

MY CLIENTS
SAY



A passionate understanding that design applied in business must achieve an increase in brand value ie, Chris understands brand strategy in a business context. Terry (White) is very impressed.

Ms Rhonda White, Director, White Retail

They reviewed our corporate strategy then developed a brand strategy as well as the associated tools that clearly and simply articulates our vision to all staff and customers, at all levels. Their attention to detail is second to none, and nothing is too much trouble.

Ms Johanna Townsley, CEO, Pronamics

Thorough and professional as usual.

Ms Lily Chan, Principal Architect, Office of the City Architect and Heritage for the Chief Executive Officer, Gold Coast City Council

We worked to some very tight deadlines and were fortunate to have your support and commitment to help us meet our objectives. The result is a document which the UniQuest staff and Board of Directors are proud to pass on to various stakeholders and potential new commercial partners.

Mr David Henderson, Managing Director, UniQuest

It seems to really have hit the mark.

Mr John Kotzas, Chief Executive, Qpac

Christine is the most entrepreneurial person I know!

Mr Don Meij, Chief Executive Officer of Domino's Pizza Enterprises