

Roxanne Grey

MBA FAMI CPM

Roxanne Grey is an Certified Practising Marketer working with clients across Australia and internationally. With 20+ years experience in marketing and business development roles, Roxanne is able to draw upon her knowledge and skills of what works, and what doesn't, to assist her clients with advice regarding their communications activity and brand positioning.

She works with business owners, charities and large organisations on strategic and tactical levels.

Her no nonsense, pragmatic approach to communications, business and branding is what her clients love. Cutting through the jargon and putting in place what actually works, Roxanne has been able to have real input into positive business results for her clients.

At home in a boardroom, on the stage or in front of the computer sharing a cuppa with a client, Roxanne is not your typical marketing consultant. She says no, she asks why and genuinely enjoys adding value to the organisations she works with.

She loves a half strength long black (with 1 sugar please). She believes people do business with people, that social media is more about psychology than technology and in the power of gratitude. Roxanne is passionate about assisting everyday people achieve extraordinary things in business.

Roxanne's clients have gone onto grow market share domestically, establish operations internationally, remain relevant 120 years after establishment and compete with multi-nationals.

Roxanne Grey has worked in various roles for corporate and private enterprises in marketing and business development. She works internationally when required, however loves the Australian lifestyle where she, her husband and two children reside.

Roxanne has completed a Master of Business Administration (MBA) at James Cook University (JCU) in 2005 and prior to that she studied marketing and management at JCU. She also has qualifications in the areas of training, assessing, education, recruitment and behavioural science. She is a Fellow of the Australian Marketing Institute and has been recognised as a Certified Practising Marketer.

