**Leeanne Gatien**

Mona Vale NSW 0417 776 002

**INTRODUCTION**

I am a passionate direct marketer of 15+ years experience in Australia, plus key roles in startup organisations in London and New York.

I am a talented consumer marketer with strong commercial and business acumen. I played a fundamental role in the growth of InsuranceLine Pty Ltd, to become the number one direct life insurance brand in Australia.

As a strategic marketer, my strengths lie in analytical thinking and the ability to translate marketing and sales activity into commercial modeling, and ultimately profitability.

I am a talented professional with the drive to succeed. I have benefited from working alongside exceptional people, who have helped me develop personally, and as a leader. My goals are to engage with as many strategic and intellectual minds as possible, and to help others develop to achieve theirs.

**EMPLOYMENT RECORD (last 15 years)**

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| **Dates** | **Role** | **Organisation** |
| May 2016  to Current | Marketing Strategy Consultant | Clients include CyclingTips, Swiss Re, Taylor Sydney, Dinner is Served |
| January 2011  to Current | Marketer and Business Development | Mark Gunter Photography |
| August 2015  to May 2016 | Career break |  |
| April 2015  to August 2015 | Head of Marketing | Global Life Distribution (US)  Cherish Life (life insurance brand) |
| August 2014  to April 2015 | Maternity Leave - to my son Lucas |  |
| March 2014  to August 2014 | General Manager Marketing and Business Operations | Global Life Distribution (UK)  Promis Life (life insurance brand) |
| May 2103  to April 2014 | Career Break |  |
| October 2013 | Consultant – New Business Proposal | Clearview Administration Services Pty Limited |
| December 2012  to May 2013 | Commercial & MIS Manager | TAL Limited |
| July 2012  to December 2012 | Head of Marketing Operations – Acquisition and Retention | TAL Limited |
| October 2010  to July 2012 | P&L / Brand Manager – InsuranceLine | TAL Limited |
| January 2010  to October 2010 | Product Portfolio Marketing Manager – InsuranceLine | TAL Limited  (previously TOWER) |
| January 2008  to October 2010 | Marketing Manager – InsuranceLine | TAL Limited (InsuranceLine Pty Limited was acquired by TAL Limited in September 2008) |
| February 2007  to December 2007 | Database and Retention Strategy Manager | InsuranceLine Pty Limited  Melbourne Office relocation |
| July 2004  to January 2007 | Direct Marketing Specialist | InsuranceLine Pty Limited |
| April 2002  to June 2004 | Acquisition and Database Marketing Manager - Japan | Prizemasters Pty Ltd  (currently known as Mailmasters Pty Ltd) |

KEY SKILLS AND EXPERIENCE

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| Advertising | Digital Marketing | Media Planning |
| Branding | Distribution | People Management |
| Budgeting & Forecasting | Direct Marketing | Product Development |
| Business Analysis | Executive Reporting | P&L Responsibility |
| Call Centres | Financial Modelling | Retention |
| Customer Acquisition | Lead Generation | Sales |
| Customer Retention | Marketing Analysis | Strategy Development |
| Copy Writing | Marketing | Stakeholder Management |

EXPERIENCE & RESPONSBILITIES FOR EACH ROLE

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| **May 2016**  **to May 2018** | Marketing Strategy Consultant |
| Role responsibilities:  Reporting to:  Key Relationships: | Working with businesses – large and small – to drive and execute change in order to achieve their corporate and financial goals.  Consulting services include; developing and improving new and existing marketing strategy, product strategy, and customer experience. Building their business and financial positions through understanding the sales process and customer path to purchase, implementing process improvement, and through improved forecasting, and cost and budget management. Primary key stakeholders are the clients management team, their teams, agencies, and suppliers.   Clients include CyclingTips, Swiss Re, Taylor Sydney, Dinner is Served, Medibank Private. |

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| **April 2015**  **to August 2015** | Head of Marketing  Global Life Distribution (US) - Cherish Life, consumer life insurance brand |
| Role responsibilities:  Reporting to:  Key Relationships: | The overarching objectives of the Head of Marketing role were to:   1. To prepare Cherish Life for the launch of the Direct Life Insurance brand. 2. To achieve the operational new business plan (sales units, revenue & appropriate acquisition expenditure), with the Head of Sales. 3. To recruit Chief Marketing Officer to replace me (upon the planned move to Global Life Distribution UK; as the role of Chief Marketing Officer, UK).   The objectives of the Head of Marketing:   1. To develop and execute the Marketing strategy for Cherish Life 2. To develop all Marketing materials for the launch, including direct response TV commercials and website 3. To develop TV media plan and partner with a New York Media Agency 4. To develop the Acquisition Plan to meet the Year 1 Sales unit targets, within budget 5. To manage the marketing budget to deliver the lead, acquisition, brand, digital, and communications objectives of the organisation 6. To take ownership of the annual acquisition budget setting process 7. To ensure the customer retention strategy is in place to achieve the financial targets for customer retention 8. To manage the Marketing project plan to deadline, given the critical path predominantly marketing 9. To develop relationships and engage with all external business partners; including, Marketing Suppliers, Call Centre Operators, the Insurer and their Consultants, Printers and Mail houses, Telephony providers, Recruiters, and Legal Counsel 10. Participate in decision making and strategic discussion for broad business planning, projects, investment decisions and strategy  Reporting to: CEO, Global Life Distribution USKey stakeholder relationships with; Five owners of Global Life Distribution, Swiss Re US (a reinsurer), and SBLI (the insurance company).  Being a start up, whilst strategic, this role was naturally ‘sleeves rolled up and hands on.’  The role in the US was a 12 month contract, before a planned return to Global Life Distribution (UK) as the Chief Marketing Officer. Unfortunately, this did not happen, as my husband was diagnosed with stage 4 cancer in August 2015, and died in November 2015. |

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| **March 2014**  **to August 2014** | Head of Marketing & General Manager - Business Operations  Global Life Distribution (UK) - Promis Life, consumer life insurance brand  This role was a 3 month contract. |
| Role responsibilities:  Reporting to:  Key Relationships: | The overarching objectives of the 3 month relocation to London were to:   1. To prepare GLD UK for the launch of the Direct Life Insurance brand. 2. To leave the GLD UK in a prepared position for the CEO & GLD team to successfully launch the brand to the agreed timeline.   The primary objectives of the General Manager Marketing & Business Operations:   1. To obtain financial services license for GLD (Direct Authorisation & Appointed Rep Status) 2. To establish the Sales Call Centre front end & lead management processes 3. To develop the Acquisition Plan to meet the Year 1 Sales unit targets, within budget 4. To shortlist Creative Agencies for selection by the CEO, UK 5. To shortlist Marketing roles and Support roles for selection by the CEO, UK 6. To develop the project plan, and to understand and outline the critical path 7. Develop relationships and pursue engagement with all external business partners; including, Marketing Suppliers, Call Centre Operators, the Insurer and their Consultants, Printers and Mail houses, Telephony providers, Recruiters, Banks, external Legal Counsel, Compliance Consultants, IT providers. 8. General administration of a start up company overseas  Reporting to: Group CEO, Global Life DistributionKey stakeholder relationships with; Five owners of Global Life Distributions, including Swiss Re UK |

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| **December 2012**  **to May 2013** | Commercial & MIS Advisor  TAL Limited |
| Role responsibilities:  Reporting to:  Key Relationships: | The primary objectives of the Commercial & MIS Advisor / Manager are to;   1. Deliver commercial insights and advise the Senior Management Team regularly in all areas of the business including; Acquisition, the existing book (customers), financial performance, and the external environment 2. Direct the development and implementation of Management Information Solutions and Systems for TAL Direct 3. Direct the development of commercial modeling for TAL Direct including; Acquisition, Retention, Claims, Policy Administration, corporate overheads 4. Produce reporting for the Executive regularly and as required 5. Communicate the Financial statements to key stakeholders to inform future performance decisions 6. Collaborating with strategic leaders who will contribute to the future growth of TAL Direct to ensure support is well placed to achieve corporate goals.  Primary key stakeholders will be considered internal customers. Primary Customer Engagement will be with; The Commercial Director  The Chief Customer Officer  Chief Marketing Officer |

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| **July 2012**  **to December 2012** | Head of Marketing Operations – Acquisition and Retention  TAL Limited |
| Role responsibilities:  Reporting to:  Key Relationships: | Primary responsibilities are to;   1. Collaborate with strategic leaders who will contribute to the future growth of TAL Direct 2. Deliver commercial insights and recommendations in Acquisition planning, financial performance and the external environment 3. Direct the development of commercial modeling for Acquisition and Retention 4. Produce and communicate the Financial statements and supporting insights to inform future performance decisions 5. Direct the management and implementation of reporting solutions for TAL Direct Acquisition and Retention 6. Direct the implementation of projects impacting all aspects of Marketing   The Head of Marketing Operations engages with senior leadership; delivering outcomes by influencing and leading others.  Chief Marketing Officer  New Ventures Director (formerly Joint Chief Operating Officer)  Commercial Director (formerly Joint Chief Operating Officer)  GM Call Centre Operations  Marketing Leadership Team  Head of Sales |

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| **October 2010**  **to July 2012** | P&L / Brand Manager – InsuranceLine  Part of the TOWER Group |
| Role responsibilities:  Reporting to:  Key Relationships: | The primary objectives of the P&L / Brand Manager – InsuranceLine:   1. To deliver revenue to achieve InsuranceLine Direct growth objectives 2. To manage costs to achieve InsuranceLine Direct profit objectives 3. To actively drive strategic projects within InsuranceLine Direct, which contribute to either revenue or profit objectives, or both 4. To contribute to the delivery of the revenue & profit objectives of the Alliance partners 5. To develop strategies for InsuranceLine and the broader Direct business, by understanding how InsuranceLine fits within TOWER Group 6. Budget preparation, management monthly & accountability 7. Reporting of the P&L 8. Engage key internal stakeholders to ensure financial objectives are achieved  Key stakeholder relationships with; Three P&L / Brand Managers – Alliance Partners  Two Joint CEO  Head of Sales  Head of Product  Head of Marketing |

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| **January 2010**  **to October 2010** | Product Portfolio Marketing Manager – InsuranceLine  Part of the TOWER Group |
| Role responsibilities:  Reporting to:  Key Relationships: | The primary objectives of the Product Portfolio Marketing Manager – InsuranceLine:   1. To deliver product life cycle management of current and future planned InsuranceLine products 2. To direct the Marketing Managers and respective suppliers to achieve lead volumes at required cost metrics 3. To actively manage a team of 4 Marketing Managers to achieve their objectives 4. To communicate Marketing plans and objectives to key stakeholders within InsuranceLine, from Senior Management to Call Centre Managers 5. To prepare short, medium, and long term budgets. Analyse each quarter, reforecast, and accountability  Key stakeholder relationships with; General Manager Marketing  Marketing Communications Manager  Digital Marketing Manager |

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| **January 2008**  **to October 2010** | Marketing Manager  InsuranceLine Pty Ltd |
| Role responsibilities:  Reporting to:  Key Relationships: | The primary objectives of the Marketing Manager:   1. To Develop, monitor and implement acquisition strategy and plans including the introduction of new products cost effectively to market, inbound and outbound acquisition/upgrade/cross-sell activity 2. Delivery of leads, profitability, product mix and channel targets by individual product and across the full product portfolio 3. To develop and manage media strategy and new acquisition channel development to achieve leads and CPR requirements 4. To identify and negotiate agreements with 3rd party channel partners for lead generation 5. Manage all external media partners 6. Report on marketing activity and results to the Senior Management team  Key stakeholder relationships with; General Manager, Acquisition  Marketing Communications Manager  Digital Marketing Manager  Senior Management Team |

For information on previous roles, please contact me at [leeanneg04@me.com](mailto:leeanneg04@me.com) or 0417 776 002.

**QUALIFICATIONS:**

Degrees and Awards of relevance:

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| Institution | Degree | Dates |
| University of Technology, Sydney | Bachelor of Business,  Major in Marketing and Small Business | January 1993  to June 1997 |
| InsuranceLine Pty Ltd | Employee of the Year  Award 2005 | December 2005 |
| TAL Limited | Outstanding Achievement  Award 2009 | December 2008 |
| TAL Limited | Overall Company Achievement  Award 2009 | December 2009 |

Executive Education:

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| Institution | Program | Dates |
| TAL Limited | TAL Senior Leaders Strategy Program | April 2012 to  Current |
| TAL Limited | Equip Leadership Program | February 2009  to April 2010 |
| Academy  South Melbourne, VIC | Certificate IV in Business, Frontline Management | Completed  October 2008 |