

## Jan Hutton She/Her

<b>Lived MG DNA.</b>	<b>Governance</b>	<b>Finance/Accounting</b>	<b>Human Resources</b>
2 - Competent	3 - Advanced	3 - Advanced	4 - Extensive
<b>Risk Management</b>	<b>Arts/Event Sector</b>	<b>Legal</b>	<b>Business Strategy</b>
3 - Advanced	4 - Extensive	2 - Competent	4 - Extensive

A passionate board candidate, fully committed to serving the LGBTQI+ communities, addressing the issues most important to them with the aim of achieving positive social change.

During my tenure to date I have actively contributed towards the achievement of the objectives of the organisation. I consider the continuity of my position to be of value in maintaining the momentum of numerous strategic projects.

If re-elected, I will continue to serve the members of the Sydney Gay & Lesbian Mardi Gras to the best of my ability. I am dedicated to ensuring the development of best practice in terms of board accountability and transparency.

I am a trusted business leader and advisor, with the ability to identify and drive positive results for each organisation I have worked with. Having acquired international experience in both government and private sector, with senior positions that include being the former MD at Ogilvy, CMO of SA Tourism, CMO of Deloitte Consulting, and GM Marketing for Destination NSW where I co-led the development of the Vivid Sydney strategy. I hope that my experience will continue to add meaningful value to the Sydney Gay & Lesbian Mardi Gras board.

I specialise in developing purpose-led organisations, serving with empathy and conviction, delivering a balanced view, as a respected diversity and inclusion advocate. I'm a well-regarded senior executive and clear thinker with an ambitious spirit.

In my current capacity as the CEO of the Australian Tourism Data Warehouse, and a member of the Australian Institute of Company Directors, I have the following board experience:

- Destination Gold Coast - Private Company
- Dreamworld - Public Listed
- The Neilson Company - Public Listed
- Ogilvy (WPP Group) - Public Listed

### **LGBTQIA+ alliances**

Sydney Gay & Lesbian Mardi Gras

# JAN HUTTON 2021 RESUME

[www.linkedin.com/in/janinehutton](http://www.linkedin.com/in/janinehutton)

## **Chief Executive Officer, ATDW: October 2020 - current**

Australian Tourism Data Warehouse (ATDW) is Australia's only national tourism marketplace, bringing the best of Australia's experiences to the world. ATDW includes all Australian Events, Accommodation and Attractions, growing domestic and international Distributor networks, leading the national tourism growth strategy, working with all Tourism bodies, federally and Statewide, as well as global Distributors like Booking.com, Qantas, Expedia etc.

## **General Manager, Marketing, Destination NSW: April 2018 - October 2020**

Destination NSW is the lead government agency for the New South Wales (NSW) tourism and major events sectors. Jan's role was to develop and lead the global visitor economy growth, profiling Sydney and NSW as one of the world's top destinations, delivering on demand generation marketing initiatives that maximised visitor yield.

## **Chief Marketing Officer, Destination Gold Coast: April 2016 - June 2018**

The Gold Coast is one of Australia's premier tourist destinations, a fast-growing city, and the proud host of the 2018 Commonwealth Games. Jan was the Chief Marketing Officer, responsible for growing the visitor economy across leisure tourism (global consumer and partnerships), and business events.

## **Chief Marketing Officer, Deloitte Consulting Africa: October 2014 - November 2015**

Jan was an Associate Director, leading the brand and communications direction for Deloitte Consulting, one of the world's leading Professional Services companies.

## **Chief Marketing Officer, South African Tourism: January 2013 - September 2014**

Jan developed and directed the global consumer and trade marketing strategy across 13 countries for SA Tourism and was a valued member of the executive team.

## **Director The Nielsen Company: January 2011 - June 2012**

Jan was the Director of the Mobile sector for The Nielsen Company in Southern Africa, and an executive board member. She consulted to multinational companies on their mobile strategy; the impact of technology advancement, consumer behaviour, brand efficacy and media disruption, providing strategic leadership.

## **Managing Director, Ogilvy One: October 2008 - November 2010**

Jan was the Managing Director of Ogilvy One, launching digital competency. Ogilvy is part of the largest marketing communications network in the world (WPP Group).

## **Managing Director, Immedia: February 2005 - September 2008**

Jan was the Managing Director for Immedia, a boutique consultancy in digital strategy development. The company consisted of four primary business divisions that Jan was responsible for overseeing: strategy; design, development and mobile.

## QUALIFICATIONS

- Institute of Directors: "Corporate Governance and Board Effectiveness" Certificate
- Australian Institute of Company Directors - Finance
- Global Leadership Program [San Francisco]
- Competed SAP Academy, certified consultant in finance (FI Module)
- International Marketing Management (Damelin)