

Cara Cipollone Walsh

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Board & Committees Positions:

- **Chair**, Business Advisory Group, Queensland University of Technology's Business School (2014 – Current)
- **Member**, Minister's Advisory Council on Open Data, Queensland Government (2014 – 2015)
 - Provide the Minister of Open Data with insights on guidance on developing Open Data policy, engaging with the Commercial sector, and identifying economic development opportunities for the government's data.
- **Committee Member**, City of Brisbane's Digital Strategy Advisory Committee (2013-2014)
- **Member**, Steering Committee for CLICK! Digital Expo – A Regional Development of Australia event (2013 – 2014)
- **Brisbane Chapter Lead, GovHack (2014)**
 - Local chapter organising lead. Oversaw all corporate sponsorships, event management, and volunteer management
- **Committee Member**, Australian American Association (2012 – 2014)
 - One of 5 committee members responsible for managing the budget, programs and strategic direction for this non-profit organisation. Create and manage over 30 annual events, annual budget and volunteers.
 - Internet Advertising Bureau, Networks and Publisher's
- **Committee Member**, Internet Advertising Bureau (IAB)'s Networks and Publisher Advisory Group, New York, NY (2010)

Awards:

- **Finalist**, Outstanding Achievement Award, Women in Technology (2014)

Professional Qualifications, Memberships and Affiliations:

- Women in Technology Board Readiness Program Graduate (2018)
- **Mentor**, Day of STEM National Education Program (2016 – Current)
- **Mentor**, AIMIA (2014)
- **Member**, Australian American Association (2012 – Current)
- **Bachelor of Arts**, Speech Communications
- **Guest Lecturer** – University of Queensland, Business School (2013 – 2015)
- **Guest Lecturer** – Queensland University of Technology, School of Advertising and PR (2012 – Current)

Area of Expertise Summary:

- Digital and product management executive with 20+ years of experience
- Worked in commercial, nonprofit, start up and government environments.
- Pride myself on my ability to translate sales and business goals into actionable programs, products and revenue growth.
- Exceptional at taking complex problems and distilling them down to actionable strategies.

Career Profile & Highlights Summary:

- Led a sales operations and data product marketing team that met revenue targets consistently four consecutive years.
- Key digital lead on a \$20 million+ insurance claims transformation initiative aimed at reducing cost to serve and improving customer experience.
- Key lead on a two-person team that developed the Digital Strategy for the City of Brisbane and its 75,000 businesses – modeled after New York City and pioneering.
- Developed a comprehensive communications plan for a sales team of over 100 sales executives and sales operations professionals. Training program covered 17 different products and was delivered via in person trainings, web casts, custom iPad applications, and a robust Intranet with easily retrievable materials for sales executives on the road.
- Built a newly formed sales operations team from 1 to group of 25+ over 2 years – including training programs, role definition and operational strategy.
- Oversaw the creation, content, delivery and marketing of newly created website digitalbrisbane.com.au aimed at building the City of Brisbane and it's businesses' digital capabilities.
- Guest lecture at University of Queensland's Business School and Queensland University of Technology's School of Advertising and Public Relations. Topics of expertise include: Audience-based targeting, Demand Side Platforms, Real-time Bidding, Privacy and the Customer, and Multi-Screen Digital Strategy.
- Drove and implemented rebranding and product roadmap for a national management consulting firm.
- Lead project manager on a joint project with University of Queensland and Ernst & Young to identify the 8 areas of digital competency that make an organisation financially successful. (Brisbane's Digital Audit)
- Created and implemented product offerings for one of the only data-centric, 3-screen advertising platforms in the US – now the 5th largest ad network in the US (iPTV, mobile and online).
- Drafted Brisbane City Council's Open Data Implementation plan and policy for political and administrative approval and worked with partners to deliver 16 working applications to the public.

I'm seeking board appointments that can leverage my innovative product design, digital and marketing expertise. What can I bring to your organisation? A unique way of trying to solve the same

everyday problem, a no-nonsense attitude, and a guarantee that we will enjoy our time growing and transforming the organisation.