

Tracey Porst

I believe a board member should contribute to the advancement and improvement of an organisation - its culture, values and people.

Areas of Expertise

- Executive leadership, not-for-profit NED, CEO.
- Senior leadership team implementing business development, marketing and communication plans.
- Strategic planning and business process refinement.
- Product development with customer-centric approach.
- Financial literacy and acumen.
- Strategic marketing – direct to consumer, B2B and retail.
- International business relations, especially SE Asia.
- Innovation and technology disruption – healthtech, personalised health.
- Communication of challenging concepts - IT, industrial, health, science.
- Consumer behavior, competitive positioning and pricing strategy.
- Problem-solving.
- Risk mitigation and planning.
- Start-up and innovation experience and advancement.

Career Profile

- Chief Executive Officer – Karuna Hospice Service Ltd. 2018
- Fitgenes Australia Ltd. Head of Marketing and Communications. 2010 – 2018.
- Bespoke Interactive Pty Ltd. Business Owner. 2013 – present.
- Sessional Academic – University of QLD, Queensland University of Technology. 2008 – 2017.
- Published author. Joomla 1.5. Content Administration Handbook. 2009.

Board Positions

- Non-executive Director, Karuna Hospice Service. 2015 – 2018.

Professional Qualifications and Memberships:

- Women in IT Board Readiness Program, 2018.
- Post-graduate Certificate Marketing. RMIT. 2018.
- Post-graduate Certificate IT (Multimedia). QUT. 2007.
- Bachelor of Arts (Communication Design). QUT. 2003.
- AICD Foundations of Directorship. 2016.

Contact Details

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References and Further Information

References and information on my roles and key deliverables are available upon request. Brisbane-based, and willing to travel for the right organisation.