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## Director *Anne Sorensen*

Founder and Director of **Marketing Is Us** is Anne Sorensen, a strategic marketing specialist with more than 20 years experience gained from senior marketing management roles in the retail, not for profit and tourism sectors in Melbourne, Brisbane, London and New York.



### **Retail:**

Working for the Gandel Group, Westfield, Paladin and Thakral she devised and implemented strategic marketing programs which assisted the growth in asset values and record sales of key Australian shopping centre properties including Melbourne's Chadstone – the first retail shopping centre to be valued at \$1billion and to generate \$1billion in sales; CBD boutique retail centre, Australia on Collins, popular Melbourne tourism destination – Southgate and Brisbane's Westfield Carindale.

### **Not for Profit:**

Anne has designed, implemented and managed strategic marketing and communication programs, or contributed her expertise in a voluntary capacity, to a range of not profit providers, which resulted in increased brand awareness and growth in funds and services.

Entities with whom she has worked include: National SIDS Council (Red Nose Day Campaign) where she devised and managed a national campaign which raised more than \$4million and secured new sponsors; The Anti Cancer Council of Victoria (Daffodil Day and Think Pink), Melbourne City Mission, Ovarian Cancer Research, St Vincent de Paul and RSL Care.

At RSL Care, one of Australia's most respected retirement living and aged care providers she planned and managed a marketing program which realised a 100% return on investment for sales of independent living unit for all developments, and achieved publicity valued at more than \$6million. She also devised a research investment decision tool to facilitate organisational investment decision making.

### **Tourism:**

Anne has developed marketing programs for a wholesale tourism provider in New York and a conference organiser in London.

She has lectured and tutored in a range of marketing subjects at RMIT University, Melbourne; the University of Queensland and Queensland University of Technology.

Anne's specialties are strategic marketing planning – industry and customer analysis, segmentation, opportunity and trend identification, creative, targeted and integrated promotional planning including all types of advertising, media planning, sponsorship negotiation, web development and online marketing.

The range of services and products upon which she has successfully worked has been targeted to a variety of audiences including Gen X, Y, Mum's and Retirees.

Anne has received several Property Council of Australia Shopping Centre Marketing Awards including their Gold Award for Overall Marketing Excellence, and has been named Byvan's Marketing Manager of the Year.

She holds a Bachelor of Business (Marketing) with Distinction, an MBA and is a Certified Practising Marketer registered with the Australian Marketing Institute.

