



Sharon WILLIAMS

EMPOWERING, EDUCATING
AND INSPIRING BUSINESS

Corporate Speaker

- Personal Branding
- Entrepreneurship
- Social media
- Marketing & PR
- Management
- Outsourcing
- Work/life balance
- Time management

The charismatic speaker with the 'no-bull' approach. Sharon Williams is a business strategist, speaker and founder of Taurus, an integrated PR, Social Media and Marketing agency.

Speaker Biography

About Sharon

Public speaker, personal brand expert, blogger, CEO, media commentator, international marketer, entrepreneur, editorial contributor and mother – Sharon's experience and knowledge is an unbeatable combination.

Sharon is a pioneer in the Australian agency industry and a Fellow of the Public Relations Institute of Australia. In 1995 she established Taurus, a boutique public relations, integrated marketing, social media and brand agency after a successful career in marketing and management across the UK, Europe and Asia. Taurus has since gone on to help over 1000 businesses.

"I found Sharon an excellent presenter – great experience and insight – who has definitely made me think about a new approach to marketing for my organisation, thank you."

Paula Luethen – Manager, Adelaide Bank

Dedicated to Entrepreneurship





Under Sharon's leadership and entrepreneurial flair, Taurus is now recognised as one of Australia's highest profile agencies, offering unparalleled levels of service to global corporations including QBE Insurance, KAZ, Napoleon Perdis and Clean Up Australia.

Sharon was instrumental in helping founding client KAZ Group go from media obscurity in 1995 to one of Australia's highest-profile and largest information communications technology companies. In 2004 KAZ group was bought by Telstra for \$333 million.

Based in Sydney, Sharon's vision for Taurus is to provide practical and smart business communications and social media expertise to entrepreneurs, start-ups and ASX listed companies.

Her energetic, no-bull approach and high standards help others reach their personal and professional goals and achieve work/life balance. She is especially proud of her company's culture, in which a fun-loving atmosphere and

www.sharonwilliams.com

 Resident SME blogger for ninemsn finance	 As featured on Channel 7's Kochie's Business Builders	 Monthly contributor	 Columnist for Twitterati
Top 25 business blogger in 2011, as voted by Smart Company			

flexible working arrangements play key roles, as well as a sought after graduate intake program, Taurus FastTrack®.

Experienced Public Speaker

As a highly experienced and entertaining public speaker, Sharon has frequent engagements here and overseas at professional, corporate and community organisations. Sharon's presentations have won praise at conferences, expos and for six consecutive years she has been the keynote speaker at the international Special Event Conference, the USA's premier annual show for event professionals. She recently spoke at the GRIGA Conference in China.

Leadership, Service, & Life

Sharon also works as a business strategist with CEOs and MDs, partnering with them to introduce smart and practical business concepts and is a Syndicate Chair with The CEO Institute. Her approach is unique with 'tell it how it is' approach – always strategic, yet completely actionable.

"A consummate professional...enormous expertise on issues affecting women, research, policy analysis and communication skills."

Robyn Foyster, former Channel 7

Sharon is a councillor with the Australian British Chamber of Commerce, a Goodwill Ambassador for children's charity Good Beginnings, and an Adjunct Senior Lecturer at The University of Notre Dame Australia.

Sharon lives in Sydney with her three children. Her love of the beach and swimming gained her an Australian Surf Lifesaving Association bronze medallion in 2005 and silver medallion in 2013.

www.taurusmarketing.com.au

Speaking Experience

- Ad:tech
- ABC Radio
- American Chamber of Commerce (AMCHAM)
- Australian Businesswomen's Network (ABN)
- Blackmores management team
- BRW Fast Club
- Connect09 Inspiring People – one of 40 people selected by Archbishop Jensen
- CPA Women in Business
- Create Conference at King's School
- Customer Loyalty World
- Customer Management World
- Digital Marketing and Media Summit Sydney
- Griga Conference, China
- International Special Events Society (ISES)
- IPO Summit
- Kochie's Business Builders Channel 7 guest marketing and PR expert
- Macquarie University, UTS and University of Notre Dame – social media expertise
- MediaConnect & Media Smart
- Miller Heiman Sales Performance Summit
- MLC Professional Advice Congress in Cairns
- National Speakers Association
- Qantas Radio
- RMIA Luncheon – social media risk
- Rotary Business Network
- RSVP '09 and '11
- Sales Effectiveness - Australasia's largest ever national e-conference
- SME Technology Summit
- Sunrise, Channel 10
- Sydney Bloggers Festival 2010
- The Australian Brokers Forum
- The CEO Institute
- The International Special Event Conference (Dallas 06, LA 07, Atlanta 08, San Diego 09, New Orleans 10, Phoenix 11)

Speaking Topics

MARKETING, PUBLIC RELATIONS and SOCIAL MEDIA

- Where is the industry headed?
- Integrated marketing
- The power of a good brief
- Public relations
- Using Facebook, Twitter, and LinkedIn – a social media platforms overview
- Social media management/strategy – TaurusEngage™
- Managing online reputation
- Personal branding – TaurusProfile™
- Blogging
- Event planning skills

ENTREPRENEURIAL & MANAGEMENT

- How to start and grow a business
- Systems, time and change management
- Achieving work/life balance
- How to motivate and challenge staff
- The skills shortage
- Secrets of successful outsourcing
- Growing a business from scratch
- Outsourcing to specialists
- HR training and care of staff
- Motivation
- Entrepreneurs v corporate managers
- Running an agency (especially after working in-house!)
- Immigration – sponsoring talent in the midst of a skills shortage

Contact Sharon:

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"Delegates voted Sharon's presentation, enthusiasm, professionalism and expertise as the part of the day they valued most. Delegates wanted to hear more from her. It was an honour to have Sharon as part of our annual Businesswomen's Conference."

Suzi Dafnis
National General Manager, Australian Businesswomen's Network

"Our team came away from Sharon's presentation on time management feeling inspired. It was really useful information, delivered in a short period of time and everyone took something from it. Sharon tracks to a topic well and presents a blend of personal snippets of experience alongside that of her demanding professional role. I found her very personable and easy to listen to."

Cecile Cooper
Business Manager
Professional Marketing, Blackmores

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