

Sharon Williams



**Chairman of:
Syndicate 74**

Chairman Since:
2012

Current Executive/Board/Advisory positions:

- Founder and Chief Executive, Taurus Marketing
- Founder and Chief Executive, The Case Study Company
- Adjunct Professor, University of Notre Dame
- Board member, Australian Business Process Outsourcing Association (ABPOA)

Experience:

- CEO
- Personal branding & Executive Profiling
- Professional speaker
- Entrepreneurship
- Social media strategy
- Marketing & Public Relations
- Outsourcing
- Work / life balance & time management

Membership:

- Fellow, Public Relations Institute of Australia
- Council member, Australian British Chamber of Commerce
- Council member, University of Notre Dame
- Council member, AmCham Women in Leadership
- Advisory council member, Australian Businesswomen's Network
- Co-founder, Artarmon/St Leonards Chamber of Commerce

Contact:

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Brief Summary:

Sharon is a pioneer in the Australian marketing and public relations agency industry. She is a CEO, international speaker, personal brand expert, entrepreneur, mentor, marketer, media commentator and frequent mainstream editorial contributor.

Sharon established Taurus Marketing, an integrated marketing, PR, social media and creative agency in 1995 after a successful career in marketing and management across the UK, Europe and Asia.

Under Sharon's leadership and entrepreneurial flair, Taurus is now recognized 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 is a frequent media contributor on Channel 9, Channel 7, ABC, Kochie's Business Builders and the only monthly contributor to Dynamic Business magazine. Her weekly blog, as featured through Ninemsn, has earned her the title of Top 25 Business Blogger 2011 as voted by Smart Company.

Sharon has championed high standards of excellence in her industry by trade marking three solution focused offerings; TaurusEngage™ social media excellence, TaurusProfile™ online personal branding and TaurusFastTrack™ hothousing young professionals. Sharon's success has included mentoring over 400 graduates.

As a highly experienced and entertaining public speaker, Sharon has frequent engagements nationally and overseas at professional, corporate and community organizations. For the past six years Sharon has been the keynote speaker at the international Special Event Conference, the USA's premier annual show for event professionals.

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

Best advice ever received

"Don't give up"