



# Sharon WILLIAMS

EMPOWERING, EDUCATING  
AND INSPIRING BUSINESS

The charismatic speaker with the 'no-bull' approach. Sharon is a marketing strategist, personal brand expert, keynote speaker, MC, presenter and founder of The Taurus Group, an integrated PR, Social Media and Marketing agency.

## Speaker Biography

### About Sharon

Public speaker, personal brand expert, blogger, CEO, media commentator, 'no bull', 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 integrated marketing PR 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 entrepreneurs and global corporations including Napoleon Perdis and Clean Up Australia.

Sharon was instrumental in helping founding client KAZ Group go from media obscurity to one of Australia's highest-profile and largest information communications technology companies.

Based in Sydney but serving entrepreneurs globally, Sharon's vision for Taurus is to provide practical and smart business communications expertise to entrepreneurs, start-ups, ASX listed companies and NFP's. She has pioneered the only trademarked service in personal branding with TaurusProfile®, social media engagement with TaurusEngage® and TaurusApplauncher®.

Her energetic, no-bull approach and high standards help others reach their personal and professional goals.



A featured game changer on Channel 10's The Carousel



Columnist for Twitterati



Channel 7's Kochie's Business Builders



Monthly contributor

Top 25 business blogger, as voted by SmartCompany

Sharon is especially proud of her company's culture, in which mentoring and 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 and the GRIGA Conference in China.

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

**Robyn Foyster, The Carousel**

### Leadership, Service and Life

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

Sharon is also a councillor with the Australian British Chamber of Commerce and a board member of The White Knight Foundation. Sharon lives in Sydney and has three children. Her love of the beach gained her an Australian Surf Lifesaving Association bronze medallion in 2005 and silver medallion in 2013.

## Speaking Experience

- Ad:tech 2012, 2014
- American Chamber of Commerce (AMCHAM)
- Australian Businesswomen's Network (ABN)
- Blackmores management team
- BRW Fast Club
- Cancer Council Australia
- Commerce Ballarat Big Day Out 2015
- Connect09 Inspiring People – one of 40 people selected by Archbishop Jensen
- CPA Women in Business
- Create Conference at King's School
- Customer Loyalty World/Management World
- DeloitteTechnology Fast 50
- Digital Marketing and Media Summit Sydney
- Griga Conference, China
- International Special Events Society (ISES)
- IPO Summit
- Lecturer at Macquarie University, UTS and University of Notre Dame
- MediaConnect and Media Smart
- Meetmagic Launch
- Miller Heiman Sales Performance Summit
- MLC Professional Advice Congress in Cairns
- National Speakers Association
- RMIA Luncheon – social media risk
- Rotary Business Network
- RSVP '09 and '11
- SME Technology Summit
- Sydney Bloggers Festival 2010
- The Academy of Entrepreneurs
- 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)
- Sales Effectiveness - Australasia's largest ever national e-conference
- St Andrews Cathedral School



Marketing  
Expert

Sharon  
WILLIAMS

- Academy of Entrepreneurs
- MC Kineo Launch
- The Australian Small Business Champion Awards and Conference

## TV

- ABC TV, SBS TV
- Kochie's Business Builders, Channel 7 guest marketing and PR expert
- KBB Digital
- Sunrise, Channel 10, Channel 9
- Weekend Today

## Radio

- ABC Radio, Qantas Radio, 2UE Radio, Talking Lifestyle

## Speaking Topics

### MARKETING, PUBLIC RELATIONS and SOCIAL MEDIA

- The future of PR automated marketing, Where is the industry headed?
- Social media management/strategy – TaurusEngage™
- Your digital resume – Managing online reputation
- Personal branding, professional reputation – TaurusProfile™
- Blogging
- Events
- Growth strategy

### ENTREPRENEURIAL AND BUSINESS

- Founding, Starting and growing a business
- Systems, time and change management
- Achieving work/life balance
- HR - How to motivate, manage and challenge staff
- The skills shortage
- Secrets of successful outsourcing and supplier management
- Motivation
- Leadership Entrepreneurs vs. corporate managers
- Running an agency (especially after working in-house!)
- Immigration – sponsoring talent in the midst of a skills shortage & hiring overseas

To book Sharon call +61 2 9415 4528  
or email [info@taurusmarketing.com.au](mailto:info@taurusmarketing.com.au)

*"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 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

Connect with Sharon on:



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