



# I BUILD PEOPLE BRANDS AND BUSINESSES

## Dedicated to Service and Entrepreneurship

Sharon is a pioneer in the Australian professional services industry and one of the first Fellows of the Communication and Public Relations Australia (CPRA). In 1995 she established Taurus, an integrated marketing and PR agency after a successful career in marketing across the UK, Europe and Asia. Sharon created the Taurus Bullseye™, a unique trademarked methodology that has driven brand awareness for over 2,000 clients ranging from innovative start-ups to ASX-listed companies.

Under Sharon's leadership, Taurus is now recognised as one of Australia's highest profile agencies, offering unparalleled levels of service to entrepreneurs and global corporations such as Dicker Data \$3.3B and charities such as 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.

## Experienced Advisory Board Member

The experienced Director with the 'No-Bull' approach. Sharon is a marketing strategist, personal brand expert, keynote speaker, MC, presenter and founder of Taurus, an integrated Marketing, Comms and PR agency and home to the Taurus Bullseye™ methodology – running for 30 years. She is also an Australian Honours awardee, recognised for her commitment to business and the community.



## Contact

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*"Sharon consistently brings a practical, real-world understanding of what it takes to run a business day-to-day navigating through both the ups and the inevitable challenges. "*

Advisory Board Client

*"We tasked Sharon with increasing the reach of our brand and amplifying the voices of our key executives and she's delivered on that. Respected journalists now seek our views on local and global matters. Her strategic thinking coupled with the right connections and ability to execute make them the right fit for our business."*

David Dicker, CEO, Dicker Data

As a highly experienced director, Sharon has frequent engagements in Australia and overseas at professional, corporate and community events. Sharon's contributions have won praise from hundreds of brands.

Based in Sydney and working with entrepreneurs globally, Sharon's vision is to empower brands and business leaders with practical, results-driven communications strategies that deliver real impact. In her work at Taurus and on boards, she is passionate about helping organisations - from start-ups to listed companies and Not-For-Profits - communicate with clarity, confidence and credibility.

SHARON WILLIAMS OAM

# Advisory and Board Roles

- Co Convenor, The Cook Society (2023 – Present)
- Business NSW Tourism and Visitor Economy Policy Committee (2024 - Present) [KC1]
- Advisory Board Member, Hassell Studio (2024 - Present)
- Syndicate Chair, The CEO Institute (2011 – 2018)
- Council Member, Australian British Chamber of Commerce (2011 - Present)
- Board Member, White Knight Foundation (2016 - 2021)
- Ambassador for Good Beginnings (1995 - 2018)
- PR Advisory Council of The University of Notre Dame (2012 - 2020)

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*“She excels at connecting brand and communications strategies across every department/function, which has elevated the culture, boosted engagement and positively impacted our bottom-line performance.”*

*Advisory Board Client*



Sharon provides strategic counsel to boards and leadership teams, aligning communications with business objectives and driving sustainable growth. Through her trademarked services, Taurus Profile™ and Taurus Social©, she has redefined personal branding and social media engagement in Australia.

Her energetic “No-Bull” approach and commitment to excellence underpin everything she does, inspiring both the brands she represents and the next generation of entrepreneurs, young professionals, and working mothers to reach their highest potential.

Director, advisory board, ambassador, 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.

## Leadership, Service & Life

Sharon works as a marketing strategist and mentor to CEOs and start-up entrepreneurs, partnering with them to introduce fast track growth strategy concepts. She is a former Syndicate Chair with The CEO Institute. Her approach is unique with a ‘tell it how it is’ approach – always strategic, yet completely actionable. Sharon lives in Sydney and has three adult children. Her love of the beach gained her an Australian Surf Lifesaving Association bronze medallion in 2005 and silver medallion in 2013.

## Areas of Expertise

- Public authority
- Strategy development and execution across marketing, PR, and brand positioning
- The future of PR, digital marketing, AI, and Search Every Optimisation
- Personal branding, professional reputation and thought leadership
- Business founding, scaling, and staying relevant over decades
- Commercial acumen and entrepreneurial insight from 30+ years in business
- Making tough decisions and bringing boards together with focus and alignment
- Outside-the-box thinking, creative problem-solving, and strategic foresight
- Strategic leadership of English and Australian relations
- Boosting company culture and team engagement
- Crisis communication and reputation risk management
- Bringing national media exposure, credibility, and OAM recognition to an organisation

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