



# 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 Public Speaker

The charismatic speaker and 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 Sharon Williams OAM

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"Sharon presented to 70 of our Amcham Leadership Academy. The presentation was well set out, and her reminders of take-aways and actions that can be taken immediately were great prompts for our group to assess and align their own brand and representation within their company and externally to the world outside it. The feedback was overwhelmingly positive."

Doug Grant, General Manager  
American Chamber of Commerce



*"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 and entertaining public speaker, Sharon has frequent engagements in Australia and overseas at professional, corporate and community events. Sharon's presentations have won praise at conferences, expos, award nights and more. For 6 consecutive years, Sharon was the keynote speaker at the International Special Event Conference and the GRIGA Conference in China where she presented to 1000 Billionaires from the print industry.

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, listed companies, and Not-For-Profits. She has pioneered the only trademarked service in personal branding with Taurus Profile™ and social media engagement with Taurus Social©. Her energetic, "No-Bull" approach and high standards help others reach their personal and professional goals. Sharon is passionate about mentoring, training and fast-tracking the careers of young people and working Mothers, particularly those interested in being entrepreneurs.



## Speaker Experience

Ad:tech 2012, 2014  
Academy of Entrepreneurs  
AISA  
American Chamber of Commerce (AMCHAM)  
ARN Hall of Fame Keynote  
Australian Businesswomen's Network (ABN)  
Behind Closed Doors  
Blackmores management team  
Boss in Heels  
BRW Fast Club  
Cancer Council Australia  
CEO Forum  
Commerce Ballarat Big Day Out 2015  
Connect09 Inspiring People – one of 40 people elected  
by Archbishop Jensen  
CPA Women in Business  
Create Conference at King's School  
Customer Loyalty World/Management World  
Deloitte Technology Fast 50  
Digital Marketing and Media Summit Sydney  
FINSIA  
Griga Conference, China  
Growth Unlocked  
International Special Events Society (ISES)  
Israel Trade and Economic Commission  
IPO Summit  
KPMG  
Lecturer at Macquarie University, UTS and  
University of Notre Dame  
LGT Crestone  
MC Kineo Launch  
Media Connect and Media Smart  
Meet Magic 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 Australian Small Business Champion Awards and  
Conference  
The CEO Institute  
The International Special Event Conference (Dallas '06,  
LA '07, Atlanta '08, San Diego '09, New Orleans '10,  
Phoenix '11)  
The Outperformer  
Sales Effectiveness - Australasia's largest ever  
national e-conference  
St Andrews Cathedral School  
Small Business Women Australia  
Violet

*"Sharon is a compelling and inspiring speaker who has a strong commercial lens. We received glowing feedback from our senior leaders who took lots of ideas and practical tips away from the presentation."*

Hannah Stratford, Talent and Leadership at  
KPMG

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.

## 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)

## TV & Radio

- ABC TV, SBS TV, Sky News
- Channel 7, Channel 9, Channel 10
- Sunrise, Today Show, The Morning Show
- Kochie's Business Builders, Ausbiz
- ABC Radio, Qantas Radio, 2UE Radio

## Speaking Topics

- Marketing, strategy, public relations and social media
- The future of PR and digital marketing
- Social media management/strategy – Taurus Social©
- Your digital resume and LinkedIn
- Personal branding, professional reputation – Taurus Profile™
- Events and Connectivity
- Sales Strategy
- Founding, starting and growing a business
- Systems, productivity, time and change management
- Work/life balance and health and wellbeing
- HR - How to motivate, grow, manage and challenge staff
- Staying relevant



A featured game  
changer on The  
Carousel



Columnist on  
Twitterati



Guest Expert on  
Ch7's Kochie's  
Business Builders



Monthly Contributor

Top 25 Business bloggers, as voted by Smart Company