

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
- Council member, Australian British Chamber of Commerce
- Director, The White Knight Foundation

Experience:

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

Membership:

- Fellow, Public Relations Institute of Australia
- Co-founder, Artarmon/St Leonards Chamber of Commerce
- AICD

Contact:

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Brief Summary:

Sharon is a pioneer in the Australian Marketing and Public Relations agency industry and the author of the trademarked TaurusBullseye™ methodology. 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 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 is a frequent media contributor on Channel 9, Channel 7, ABC, Kochie's Business Builders, The Carousel and the only monthly contributor to Dynamic Business magazine. Her weekly blog, as featured through Ninemsn, earned her the title of Top 25 Business Blogger 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 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 silver medallion and beach management qualification.

Best advice ever received

"Don't give up" and "Trust your gut"