

# profile



## Darren Woolley

Considered the Mr Wolf of Marketing Communication, Darren Woolley has been solving problems between marketers and their agencies since 2000.

With his background as analytical scientist and creative problem solver, Darren brings unique insights and learnings to the marketing process. He has regularly been named in Australia's AdNews Power 50: The Most Powerful People in Advertising since 2005 and is a regular industry commentator to trade and industry magazine and forums around the world.

Darren Woolley started his working life as a scientist at the Royal Children's Hospital Neuropathology Laboratory in Melbourne, Australia, undertaking research in myopathies, neuropathies, Sudden Infant Death Syndrome and Repetitive Strain Injury. He established a chemical recycling company called Resolve before falling into advertising in the mid eighties.

During his 15 years as a writer and Creative Director, Darren developed brand and business communication strategies for a broad range of global and local brands. He was CD at J Walter Thompson and President of the Melbourne Art Directors' Club for two consecutive terms.

In 2000, Darren founded TrinityP3, Asia Pacific's leading strategic marketing management consultancy with an international network of more than 30 industry professionals helping people to achieve commercial purpose through creative process. What that means is he leverages his extensive knowledge of the marketing and advertising industry, to solve advertisers problems and achieve maximum value from their budget.

Now a decade on, TrinityP3 is at the leading edge of decision making in the marketing and advertising industry that spent over \$250 billion in 2011 and their client base includes more than 50 of the world's top 100 advertisers, with offices in Singapore, Sydney, Melbourne, Hong Kong, London and Auckland.

## About TrinityP3

TrinityP3 is an independent strategic marketing management consultancy that assists marketers, advertisers and procurement with agency search & selection, agency engagement & alignment and agency monitoring & benchmarking to ensure maximum performance in efficiency and effectiveness of their advertising and marketing budgets, across Asia-Pacific including Australia, China and SE Asia with offices in Sydney, Melbourne, Hong Kong, Singapore, Auckland and London.

In the past 12 months, TrinityP3 has consulted and negotiated on more than \$500 million in media and creative agency contracts, more than \$2 billion in marketing expenditure, and reviewed over \$100 million in production spend.

See over for recent profiles and speaking engagements.

TrinityP3 – commercial in confidence

# speaking

## Possible Speaking Topics

### "Pay peanuts get monkeys. Pay cashews get fat monkeys?"

Strategies for agency compensation that deliver results.

### "Why is everyone bitching about advertising pitching?"

The good the bad and the ugly of advertising pitches.

### "If half your advertising budget is wasted, want to know which half?"

Strategies for turning advertising costs into advertising value.

### "The marketing budget is way to important to leave to marketers to manage"

What CFOs and CEOs need to know about advertising spend.

### "What is the big idea and how much does it cost"

The financial implications of managing the marketing budget.

### "If we learn from our mistakes, why do we keep making them?"

Common mistakes made by marketers with their agencies and how to avoid them.

## Recent speaking engagements by Darren Woolley

### How to Beat the Commoditising Effects of Outsourced Procurement

Amsro Leaders Forum 2012 , Coolum, March 2012

### New approaches to media agency remuneration and how to get there

WFA Committee Meeting 2012, London, February 2012

### Cost vs Value – Agency Compensation Models

IAA Thought Leadership Forum, November 2011

### Value creation through procurement

AANA Procurement & Relationship Forum, Sydney, June 2011

### Winning new business for agencies

Mumbrella, Sydney June 2011

### Keynote Speaker

ANZA Advertising Summit, Auckland, June 2011

**Discovering the real value in marketing (and how procurement can help maximise this).**

CIPSA Category Management Forum, Sydney, April 2011

**In Creativity Valued?**

Association of Accredited Advertising Agents, Malaysia, April 2011

**Entropy – The Measure of Randomness**

Account Planning Group, Ideas Exchange, Melbourne, March 2011

**Align your agencies to focus around your business objectives**

Luxury Marketers Council, Hong Kong, March 2011

**Is Creativity Valued?**

Caxton Awards, Queensland, October 2010

**Is Creativity Valued?**

Spikes Asia, Singapore, September 2010

**Maximize Your Marketing Effectiveness and Efficiency**

Speakers Connect Showcase, Hong Kong July 2010

**Evalu8ing: the client/agency relationship**

AANA Hothouse Event, Sydney August 2010

**Has the advertising industry come of age? Or are we still just a petulant teen?**

Brisbane Advertising Lunch, Brisbane June 2010

**How to Better Manage Agency and Client Relationships... or Die Trying?**

AMCHAM Marketing and Communication Committee Meeting, Hong Kong May 2010

**Branded Content: What It Means And How It Will Affect The Future Of Your Brand**

Ad:tech Sydney, Sydney, March 2010

**The changing marketing landscape and marketers roles and responsibilities**

Road Safety Conference, Sydney November 2009

**The TV ad is dead as the leading media option: Group Debate**

AMI Government Marketing Conference, Sydney September 2009

**Tactical Marketing Skills – Maximising your Marketing Spend**

Supply Clusters, Sydney, September 2009

**Marketing in a Recession**

Breakfast Briefing, May 2009

**Navigating the black hole of marketing expenditure**

CIPSA Category Management Forum, Sydney, March 2009

**Getting the best from your Marketing Partners**

American Chamber of Commerce, Hong Kong, June 2008

## Profiles on Darren Woolley

**Power 50**, AdNews, August, 2009

**Power 50**, AdNews, August, 2008

**Power 50**, AdNews, July, 2007

**Talking Business**. Qantas InFlight, January, 2006

**Adland's new broom**. BRW, September 22, 2005

## More information?

Darren Woolley can be booked for speaking engagements through TrinityP3, ICMI Speakers and Entertainers International and Speakers Connect Hong Kong.

**Click here to go to Darren's TrinityP3 Speaker's Profile.**

<http://www.trinityp3.com/speakers/>

**Click here to go to Darren's ICMI Speaker's Profile.**

<http://www.icmi.com.au/speaker/sales-and-marketing-speakers/darren-woolley>

**Click here to go to Darren's Speakers Connect Profile.**

<http://www.speakersconnect.com/darren-woolley/>