

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.

Darren is also the founding partner of the Marketing FIRST Forum, a global network of professional marketing consultants, thought-leaders in the development of 'next-practice' methodologies in marketing efficiency used across the globe.

More information?

Darren Woolley can be booked for speaking engagements through TrinityP3, ICMI Speakers and Entertainers International and Speakers Connect Hong Kong. Contact Georgia Suttie at TrinityP3 on georgia@trinityp3.com or +613 9682 6800.

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/>

TrinityP3 – commercial in confidence

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.

TrinityP3 has been appointed a global strategic partner for the World Federation of Advertisers (WFA) representing roughly 90% of global marketing communications spend, almost US\$ 700 billion annually. WFA champions responsible and effective marketing communications.

And TrinityP3 continues to be a strategic partner of the Australian Association of National Advertisers (AANA) the peak national body for advertisers for over 80 years and representing the interests of organisations involved in Australia's \$30 billion a year advertising, marketing and media industry.

See over for recent profiles and speaking engagements.

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.

"Dealing with increased complexity and uncertainty in marketing"

Taking a scientific approach to managing marketing today.

Recent speaking engagements by Darren Woolley

The changing media landscape in Australia and the challenges it is posing.

University of Sydney Business School, Sydney, August 2012

TV Production - Industry Trends & Innovative Practices'

AANA TV production Workshop, Sydney, August 2012

Beware the Bottom Feeders: Client Agency Remuneration - What's the fairest way for advertisers to treat their agencies?

Mumbrella 306, Sydney, June 2012

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Performance Based Remuneration in the APAC region

WFA Marketing Sourcing Network, Singapore April 2012

Buying and Managing Marketing Services - Developing Procurement Expertise in Marketing Services

CIPSA Category Week, Sydney, May 2012

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