

MURIELLE PAVIET-FANOLLIET *(Call me M!)*

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PROFILE

[Murielle](#) is an experienced marketing and communications leader with a successful track record (25+ years) in consulting positions and in-house roles including as Head of Corporate Communications (national) for [WSP in Australia](#) and as Regional Director for the company's 1,000-strong Queensland operations – the first non-engineer to be appointed to the role. She has made a return to running her own firm, [On Message Communications](#), consulting to clients including [GigaComm](#), [NT Government \(Department of Industry Tourism and Trade\)](#), [Ostojic Group](#), [Hexagon](#), and [BG&E Resources](#).

A results-driven and highly respected professional, Murielle has a passion for people, process and technology to drive revenue growth and client service excellence underpinned by storytelling. She has expertise in helping some of the world's leading IT, professional services and engineering consulting firms and Government agencies to achieve one brand voice across multiple B2B audiences and communication channels including social media.

Emotionally intelligent, Murielle prides herself on leading with humanity, authenticity and simplicity. Having emigrated to Australia in her teens, she has a keen understanding of the importance of diversity, inclusion and equity in teams to drive performance and revenue. With an excellent command of the English language, Murielle's unique selling point is transforming complex information into engaging content that is always on brand, on message, and infused with humanity – because as she says, people buy from people, not faceless firms.

A trusted C-Suite Advisor, Murielle is relationship-driven and focused on building lasting partnerships with executives. She has managed multi-million budgets and undertaken several change management communication programs for M&A integrations. Highly skilled at driving [technology and innovation programs](#), Murielle has also undertaken extensive crisis communications (Opal Tower), established social value initiatives, whilst engaging with key stakeholders across industry and government. She has demonstrated success in producing impactful documents for investor relations, including [Annual](#) and [ESG reports](#), as well as [thought leadership articles](#) and [case studies](#) to pre-position firms to win multi-dollar projects ([Olympics 2032](#), QLD Energy & Jobs Plan).

The proud mother of an Indigenous Daughter, Murielle has a personal interest in advancing Aboriginal and Torres Strait Islander relations. She played a key role in developing WSP's [Indigenous Specialist Services practice](#), and for the past two decades has spearheaded participation with First Nations peoples through a range of programs including CareerTrackers. She has also developed numerous [Reconciliation Action Plans](#) ([BG&E Resources](#), [GHD](#) & [WSP](#)), and been involved with not-for-profits – WaterAid, Engineers Without Borders, Indigenous Australian Engineering Summer Schools, and more recently MS Australia. In her downtime, Murielle stays active, enjoys travelling, reads avidly and is often in the kitchen cooking up a storm.

EDUCATION

- Member, Australian Institute of Company Directors
- Fellow, Certified Practising Marketer, Australian Marketing Institute
- Winner of Prestigious Judith & Leslie Fritz Scholarship in International Marketing
- Bachelor of Business with Credit, University of Technology Sydney