

MURIELLE PAVIET-FANOLLIET

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in

EXECUTIVE PROFILE

Energetic marketing and communications leader with 25+ years' experience. Results-driven professional with a passion for people, process and technology. Focused on driving revenue growth and client service excellence underpinned by storytelling and human connection. Proven track record in assisting engineering, IT and professional services firms to achieve one brand voice across B2B audiences and various communication channels. Demonstrated success in managing large budgets, leading diverse teams and engaging with stakeholders across industry and government. Trusted C-Suite advisor, strategic communicator, ESG & RAP champion.

STRENGTHS

- **Leadership** – First non-engineer appointed to Regional Director role for WSP's 1,000-strong QLD operations.
- **Brand** – Led a team of 18 communication and design professionals to achieve one brand voice, consistently.
- **Storytelling** – Developed compelling brand narratives that increased client engagement by 30%.
- **Influence** – Successfully influenced executives to adopt social media strategies to increase WSP's profile.
- **Engagement** – Built strong relationships with publications and associations resulting in increased coverage by 35%.
- **Thought Leadership** – Developed and implemented comprehensive program to increase brand visibility by 40%.
- **Reputation** – Managed crisis communications for Opal Tower and other projects, to minimise reputation risk.
- **Indigenous Participation** – Developed 3 x RAPs and played a key role in growing an Indigenous Services practice.

EXPERIENCE – AT A GLANCE

- **2023 – current** Director / Marketing & Communications Consultant – **On Message Communications**
- **2017 – 2023** Head of Corporate Communications & Regional Director QLD – **WSP Australia**
- **1996 – 2017** Director / Marketing & Communications Consultant – **On Message Communications**
- **1996 – 2022** Board Director & Communications Consultant – **Australian Computer Society**
- **1993 – 1996** Chief Marketing Officer – **Dataflow Computer Services** [software distributor]
- **1990 – 1992** Vendor Marketing Manager – **Merisel Inc** [software distributor]
- **1990 – 1992** Part-Time Lecturer in Principles of Marketing – **University of Technology Sydney**
- **1989 – 1990** Export & Marketing Manager – **Wilcom International** [software manufacturer]

EDUCATION

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

DETAILED EXPERIENCE

[WSP Australia](#) [Professional Services Firm]

Regional Director Queensland | Feb 2022 – Jun 2023

In addition to my day job as (national) Head of Corporate Communications, I was the Regional Director for the 1,000-strong Queensland operations, providing a face for the business and the focal point for people, culture and brand.

Responsibilities

- Guided a 'One WSP' mindset and worked to establish a cohesive and supportive culture.
- Managed regional budget to deliver employee, client and industry activities.
- Led regional BD Forums to pre-position the firm for Olympics 2032 and QLD Energy & Jobs Plan.
- Helped to integrate legacy employees from 7 acquired companies into WSP's way of working.
- Managed all QLD regional communications relating to people, culture and brand.
- Chaired regional committees for Diversity & Inclusion, Social Club, LGBTQIA+ initiatives, WSP with HEART, Women of WSP, Reconciliation and more.

Achievements

- Hosted 25+ client events to drive pipeline for: Olympics 2032, QLD Energy & Jobs Plan, Clean Energy, Net Zero, Digital Twins, Future Ready Resilient Infrastructure, and more.
- Achieved highest employee engagement scores amongst regional offices in June 2022 (78%) and June 2023 (81%).

Head of Corporate Communications (Australia) | September 2017 – June 2023

Responsible for developing and delivering clear and compelling marketing communications to B2B audiences – to grow WSP's profile and brand awareness. With a focus on maximum engagement and nurturing audiences, I collaborated with my peers, subject matter experts and senior leaders to oversee the communications function (written and visual) for the firm across internal and external channels including digital and social media.

Responsibilities

- Led the national communications and media function with a focus on achieving one brand voice.
- Worked with key stakeholders – CEO & ELT members – advising on communications and media.
- Led crisis communications: Flood/bushfire responses, COVID-19, Opal Tower, etc.
- Shaped integrated marketing campaigns and events.
- Led content development mapped to audiences and optimised for conversion.
- Engaged with senior leaders and SMEs to develop thought-leadership articles and whitepapers.
- Invited to lead communications for the Reconciliation Working Group and responsible for development of the RAP.
- Marketing & Communications Lead for WSP's Innovation Program and the Olympics 2032 Pursuit Team.
- Communications Lead for WSP's global ESG & Annual Reports + Employee Brand Initiative.
- Managed a team of 18 communications, design, web and social professionals.

Achievements

- Contributed to 3-year business strategies for Australia.
- Created editorial governance standards to drive brand voice, style and tone.
- Improved quality and impact of internal/external communications to increase brand visibility by 40%.
- Developed compelling brand narratives that increased client engagement by 30%.
- Built strong relationships with vertical publications and associations resulting in increased coverage by 35%.
- Contributed to the evolution of the firm's client experience program.
- Led the firm's support to the Uluru Statement from the Heart and developed Stretch RAP.
- Initiated, pitched and delivered the firm's CSR Program: WSP with HEART.
- Winner - WSP People & Culture Award Q1 2021 and Runner Up – WSP Manager of the Year 2020.

On Message Communications (formerly Cash Cow Consulting Pty Ltd)

Director & Marketing Communications Consultant | July 2023 – current & Mar 1996 – Sept 2017

After a successful career at WSP, I made a return to the world of consulting, offering marketing, communications and digital marketing services as well as investor relations. As the Director of On Message Communications, I provide organisations with high-level corporate communications advice, specialising in technical sectors including engineering, mining & minerals, energy (renewables) industrial, oil & gas, IT, government agencies, law and more. Clients include [GigaComm](#), [NT Government \(Department of Industry Tourism and Trade\)](#), [Ostojic Group](#), [Hexagon](#), and [BG&E Resources](#). This is a business I ran for 21 years prior to going in-house at WSP.

Client Highlights

July 2023 – current

GIGACOMM [Fibre ISP]

- EDMs, blogs, web and social media content.

NT Government Department of Industry Tourism and Trade

- Media releases, articles, newsletters (agriculture, biosecurity, trade) and general content.

Ostojic Group [Civil construction contractor]

- Construction Communication Plan for infrastructure project in Darwin.

BG&E Resources [Engineering Firm]

- 6-Months contract providing brand messaging and extensive copywriting services for all internal and external communications, capability statements, website, socials, and more.

Hexagon [Asset Lifecycle Intelligence Software Division]

- Media release and communications for award win.

March 1996 – Sept 2017

GHD [Engineering, Architecture & Construction Firm]

Responsibilities

- 12-year relationship – working across APAC, USA, ME & UK.
- Consulted to the Board of Directors and ELT to shape high-level communications.
- Edited signature publications: GHD News, Annual & Sustainability Reports, The GHD Book of Water Ed/ 1 & 2, etc.
- Collaborated with team of 8 marketing, communications and design professionals.
- Generated content – articles, thought-leadership, case studies, presentations, award submissions, speeches, etc.

Achievements

- Contributed to 5-year business strategy (2015 & 2020).
- Established standards for internal/external communications, and articulated brand messaging and positioning.
- Improved the quality and impact of signature publications – delivered 13 x Annual Reports on-time for AGMs.
- Contributed to the development of the client experience program.
- Wrote 38 Award Submissions and achieved a win rate of 72%.

HEWLETT PACKARD ENTERPRISES [Focusing on Enterprise Software applications]

Responsibilities

- 17-year relationship (started with Mercury) as Customer Reference Program Director.
- Produced 150+ case studies demonstrating value of HPE software, interviewing C-level contacts of Fortune 1000 companies including Australia Post, ASX, City of Melbourne, Fairfax, Fremantle Ports, Sydney Trains, Veolia, etc.

Achievements

- Collaborated with senior executives to pre-position HPE solutions effectively to win work.
- Generated high engagement of customer references including 87% approval of case studies.

[HEXAGON](#) [Asset Lifecycle Intelligence Software Division]

Responsibilities

- 1-year relationship – working across APAC and USA.
- Advised and led Employer of Choice 2016 award submission.
- Engaged with team of 25 marketing and communication professionals.
- Collaborated and advised senior leaders across APAC on internal/external comms, social media and case studies.
- Developed and executed communications plan for Engineering Environment Services.
- Reshaped content management approach to global recruitment website to drive higher applications and engagement.

Achievements

- Delivered quality communications on time and to expectations.
- Managed stakeholders and collaborated effectively across APAC.
- Reshaped Customer Reference Program, generating 40% higher engagement with clients.

[INFOR](#) [ERP Software]

Responsibilities

- 4-year relationship (head-hunted due to vast ERP/CRM experience working with PeopleSoft, Oracle, SAP & Siebel).
- Engaged as Marketing Communications Consultant for JAPAC.
- Directed and curated daily social media posts for VP of APAC.
- Writer for Internal/External Comms: win news, case studies, social media, newsletters, eDMs, webinars, events, etc.
- Regionalised collateral and event marketing brand pieces.
- Led thought-leadership creation, interviewed subject matter experts, created content pieces and deployed integrated marketing programs to drive demand generation and website traffic.

Achievements

- Contributed to raising brand awareness in JAPAC.
- Delivered impactful comms and improved the client experience.

ADDITIONAL CLIENT EXPERIENCE

- **American Express** Marketing communications advice for Travel business unit.
- **Australian Paper** Brand messaging architectures, Sustainability Reports x 6.
- **Asset.Guru (EPM)** Case studies, eDMs, social media content.
- **Autodesk** Customer Reference Program – delivered 22 case studies.
- **Cisco + Citrix** Event eDMs, case studies, internal communications.
- **Ernst & Young** Thought-leadership for financial services.
- **Intel Security** Event eDMs, case studies, internal communications.
- **JCurve (SMB ERP)** Social media content direction and curation.
- **KPMG (HK)** Advertising, content development.
- **PeopleSoft + Oracle** Internal/external and channel communications – 13 years.
- **Siebel + SAP** Internal/external and channel communications – 8 years.
- **Other client engagements** Travelforce, JDS, ACS, Veolia, Practica MMC, Clifford Chance, etc.

Australian Computer Society

Board Director & Marketing Communications Consultant | Jan 1996 – Mar 2002

Responsibilities & Achievements

- Contributed to the vision and strategic direction of the association.
- Led the Marketing & Communications function – wrote and produced the monthly members' newsletter, rebranded the association, created advertising materials and wrote 3 x Annual Reports.
- Contributed to growth of membership in 3 years of 52%.

Dataflow Solutions [Education & Entertainment Software Distributor]

Chief Marketing Officer | June 1993 – Jan 1996

Responsibilities & Achievements

- Led the marketing & communications function (\$1.5M budget) including brand management.
- Developed strategic marketing plans for clients and lead generation programs for Channel partners.
- Collaborated with the Sales team to deliver revenue targets.
- Managed PR function and established standards for brand consistency and messaging, and produced newsletters.
- Developed and delivered yearly 150-page software catalogue including selling advertising.
- Successfully launched major software brands into the Australian market including Pixar and Adobe.

Infomedia [Software Distributor]

Advertising & Product Manager | Mar 1992 – June 1993

Responsibilities & Achievements

- Led the advertising and product marketing function of this specialist software distributor.
- Managed all aspects of the communications mix including press advertising, PR, direct marketing, print production, exhibitions, sponsorships and major Channel events.
- Developed strategic marketing plans for clients and lead generation programs for Channel partners.
- Managed PR function, established standards for brand consistency and messaging, and produced newsletters.
- Successfully launched major software brands into the Australian market including Pixar and Adobe.

University of Technology Sydney

Part-Time Lecturer in Principles of Marketing | Feb 1990 – Nov 1992

- Invited by the School of Marketing to lecture part-time on a two-year contract.

Merisel Inc. [Software Distributor]

Vendor Product Marketing Manager | Dec 1990 – Feb 1992

Responsibilities

- Led the strategic market development and execution in Australian channel for leading software brands including Adobe, WordPerfect and Lotus 123.
- Focused on demand generation with Software Channel partners.
- Managed all aspects of marketing mix and created multiple promotional programs to grow sales.
- Managed all aspects of the communications mix including press advertising, PR, direct marketing, print production, exhibitions, sponsorships and major channel events.
- Successfully negotiated the company's first \$1 million order with a Harvey Norman for WordPerfect.

Wilcom International [Embroidery Digitisation Software Manufacturer]

Export & Marketing Manager | Dec 1988 – Dec 1990

Responsibilities

- Created brand DNA from the ground up, established strategic marketing plans and executed targeted promotions.
- Developed advertising campaigns/PR and managed exhibitions in UK, Germany, France, Japan and US.
- Crafted brand messaging architecture, content, collateral and sales tools to support the company's growth.
- Negotiated first sale with leading clothing manufacturer Hanes.

REFEREES

Melissa Gunnsmith

Group Director – Markets & Strategy (*Formerly Director, Clients, Communications & Markets, WSP*)

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