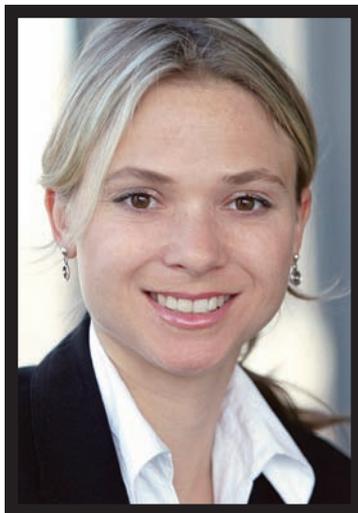


PROFILE

Angela Williams, communications manager at Westpac, believes the evolution of CRM software has changed the way marketers do business.



Name

Angela Williams

Title

Communications manager, Westpac

Residence

Bondi, Sydney

Years in marketing

10

Qualifications

Bachelor of business management (marketing major)

Current project

Engagement of customers in the online space. Maximising the potential of the online medium to service customers' financial needs.

Accomplishments most proud of

Marketing the launch of kids' TV channels for Fox in Poland, Spain and Central and Eastern Europe. Fox Kids became the fastest growing children's channel in Europe. Designing and implementing one of the first public road safety campaigns in Russia for a Shell operating company. The three-

year campaign won an Energy Institute 2007 Award in London.

Marketing mentor

Louise Gallagher, my boss in my last job. She helped to expand my perspective of marketing and the endless possibilities it can achieve.

What brand do you most admire and why?

Virgin, because it consistently communicates and reinforces its brand values (fun, consumer champion, friendly service) at all levels of interaction with consumers – from its people to its advertising.

What's the most valuable marketing lesson you picked up during your career?

I've had to work with very limited resources in some of my previous roles. I've learnt you can be very selective and creative in what you do to achieve significant results and get the best bang for your buck. This includes creating partnerships and collaborating with market influencers to achieve marketing goals.

What are the biggest challenges marketers face?

- "Consumer takes charge" – Consumers creating informal networks for themselves and tuning out of traditional marketing channels. We need to have a clear understanding of our customers, what they value, how they spend their time and be innovative in how we provide value and market to them.
- Keeping abreast of how new technology can be used to give us access to the information we need, deliver the brand message effectively and innovate as a channel to market for products and services.
- Managing the entire brand

experience across all interactions with the marketplace.

Best recent technological advance for marketing

I'm tempted to say online and mobile as they continue to transform the way we do business but it is probably the evolution of CRM software, the customer insight it provides and how it helps us manage customers across all facets of an organisation that is the best recent advance.

Future direction for the marketing profession?

- To be true innovators by becoming more aware of the significant 'mega' trends on the horizon. That means ideally being able to influence those trends, as well as having effective marketing strategies in place to deal with the opportunities and threats they may present to the business.
- To create a culture where everyone is a 'marketeer' – having greater influence at an executive strategy level and being able to involve front and back office functions.

What does the statement: 'Value creation through marketing' mean to you?

Creating sustainable brands that are able to command a premium over a standard product category. Take Nudie for example. This creates profits and shareholder value.

Is sustainability is a burning issue for marketing?

Yes. Australian consumers see this as a very important issue (Australians see it as only second to the economy as the biggest issue facing the nation – *Grey Eye on Australia report 2008*). We need to understand and deal with the influence this can have on a business. We may find that acting in a

sustainable way is strategic as it protects the future of the business. We should recognise the opportunities for 'green' revenues.

What attributes make a great marketer?

Creativity, a passion for customers, an analytical mind and strategic genius.

Are there any articles you have read that influenced your thinking as a marketer?

Blue Ocean Strategy: it was a few years ago but its core message was very profound – to create uncontested market space and make the competition irrelevant.

Favourite quote

They may not remember what you said but they will remember how you made them feel.

Last movie

Sex and the City

Favourite sports team

Port Power, although not a great season. Ouch!

Favourite holiday spot

Anywhere with family, friends and good wine.

Last book you read

Kite Runner

Hobbies

Running, travel, tennis and of course marketing.

• Certified Practising Marketer (CPM) is the professional benchmark for marketers. Australian Marketing Institute membership is the only way you can apply for and retain the status of CPM.