



Jennifer Trethewey CPM, FAMI Bio May, 2011

Jennifer has spent over 20 years in senior management roles within the retail, marketing and tourism industries. Originally from Tasmania Jennifer spent 5 years with the Myer/Grace Bros department store group as Sales Manager of their \$18m fashion business and was selected as one of their National Facilitators for their Australian change management program.

Over the next 6 years she went from strength to strength as Marketing Manager for Centrepoint Shopping Centre, General Manager Antarctic Adventure a major tourist attraction and in 2000 she was appointed as Executive Manager of the Drysdale Institute of TAFE Tasmania's top tourism and hospitality institute. With her impressive track record in brand re-vitalization, product marketing, leadership, communication, and building partnerships with key stakeholders she successfully bridged the gap between the private and government sector.

In 2003 Coles Myer Group offered Jennifer the role of National Events Manager for Myer based at Head office in Melbourne. She successfully project managed major high profile events including the \$27m Myer Bondi store opening, the brand change from Grace Bros. to Myer, Melbourne Fashion Festival and the VRC Spring Racing Carnival on behalf of Myer. In October 2005 she became the first female General Manger for the Australasian AV company Staging Connections based in their Melbourne Office.

The desire and passion for owning and managing her own business in marketing, brand and communications with a strong corporate focus came to fruition in 2007 - Jennifer established The JT Group a team of 'innovative end-to-end marketing consultants' working beside profile clients such as Miele Australasia, the Australian Marketing Institute, the Country Fire Authority, University of Melbourne and the Australian Red Cross Blood Service.

Jennifer's strong passion and commitment to professionalism, service and giving back to the industry has been put into practice with her participation at board level and involvement with:

- Australian Marketing Institute Victoria
- Chairman ISES Australasia from 1 July, 2011
- President of ISES (International Special Events Society)
Melbourne 2007 - 2009
- Australia Day Council
- Executive Victorian Events Industry Council (VEIC)
- Fellow of the Australian Institute of Management FAIM
- Fellow of the Australian Marketing Institute FAMI
- Certified Practising Marketer CPM

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