



Sharon Williams OAM

I BUILD PEOPLE BRANDS AND BUSINESSES

Dedicated to Service and Entrepreneurship

Sharon is a pioneer in the Australian professional services industry and one of the first Fellows of the Communication and Public Relations Australia (CPRA). In 1995 she established Taurus, an integrated marketing and PR agency after a successful career in marketing across the UK, Europe and Asia. Sharon created the Taurus Bullseye™, a unique trademarked methodology that has driven brand awareness for over 2,000 clients ranging from innovative start-ups to ASX-listed companies.

Under Sharon's leadership, Taurus is now recognised as one of Australia's highest profile agencies, offering unparalleled levels of service to entrepreneurs and global corporations such as Dicker Data \$3.3B and charities such as Clean Up Australia. Sharon was instrumental in helping founding client KAZ Group go from media obscurity to one of Australia's highest-profile and largest information communications technology companies.

Experienced Public Speaker

The charismatic Speaker and Director with the 'No-Bull' approach. Sharon is a marketing strategist, personal brand expert, keynote speaker, MC, presenter and founder of Taurus, an integrated Marketing, Comms and PR agency and home to the Taurus Bullseye™ methodology – running for 30 years. She is also an Australian Honours awardee, recognised for her commitment to business and the community.



"We tasked Sharon with increasing the reach of our brand and amplifying the voices of our key executives and she's delivered on that. Respected journalists now seek our views on local and global matters. Her strategic thinking coupled with the right connections and ability to execute make them the right fit for our business."

David Dicker, CEO, Dicker Data
\$3.3 bn



As a highly experienced and entertaining public speaker, Sharon has frequent engagements in Australia and overseas at professional, corporate and community events. Sharon's presentations have won praise at conferences, expos, award nights and more. For 6 consecutive years, Sharon was the keynote speaker at the International Special Event Conference and the GRIGA Conference in China where she presented to 1000 Billionaires from the print industry.

"Sharon presented to 70 of our Amcham Leadership Academy. The presentation was well set out, and her reminders of take-aways and actions that can be taken immediately were great prompts for our group to assess and align their own brand and representation within their company and externally to the world outside it. The feedback was overwhelmingly positive."

Doug Grant, General Manager
American Chamber of Commerce

Based in Sydney, but serving entrepreneurs globally, Sharon's vision for Taurus is to provide practical and smart business comms expertise to Entrepreneurs, Start-Ups, Listed Companies, and Not-For-Profits. She has pioneered the only trademarked service in Personal Branding with Taurus Profile™ and Social Media engagement with Taurus Social©. Her energetic, "No-Bull" approach and high standards help others reach their personal and professional goals. Sharon is passionate about mentoring, training and fast-tracking the careers of young people and working Mothers, particularly those interested in being entrepreneurs.

Speaker Experience

50+ Speaking Engagements Internationally

Ad:tech, Academy of Entrepreneurs, AISA Conference, American Chamber of Commerce (AMCHAM), ARN Hall of Fame Keynote, Australian Businesswomen's Network (ABN), Australian Brokers Forum, Australian Small Business Champion Awards and Conference, Behind Closed Doors, Blackmores Management Team, Boss in Heels, BRW Fast Club, Business Sydney, Cancer Council Australia, CEO Forum, CEO Institute, Commerce Ballarat Big Day Out, Connect09 Inspiring People – one of 40 people elected by Archbishop Jensen, CPA Women in Business, Create Conference at King's School, Customer Loyalty World/Management World, Deloitte Technology Fast 50, Digital Marketing and Media Summit Sydney, FINSIA, Goldman Sachs, Griga Conference China, Growth Unlocked, International Special Events Society (ISES), The International Special Event Conference (Dallas '06, LA '07, Atlanta '08, San Diego '09, New Orleans '10, Phoenix '11), IPO Summit, Israel Trade and Economic Commission, Kineo Launch MC, KPMG, Lecturer at Macquarie University, UTS and University of Notre Dame, LGT Crestone, Manly Business Chamber, Media Connect and Media Smart, Meet Magic Launch, Miller Heiman Sales Performance Summit, MLC Professional Advice Congress in Cairns, National Speakers Association, The Outperformer, RMA Luncheon, Rotary Business Network, RSVP, Small Business Women Australia, SME Technology Summit, St Andrews Cathedral School, Sydney Bloggers Festival, Sales Effectiveness, Violet.org



"Sharon is a compelling and inspiring speaker who has a strong commercial lens. We received glowing feedback from our senior leaders who took lots of ideas and practical tips away from the presentation."

Hannah Stratford, Talent and Leadership at KPMG

Director, advisory board, ambassador, public speaker, personal brand expert, blogger, CEO, media commentator, 'No-Bull' international marketer, entrepreneur, editorial contributor and Mother - Sharon's experience and knowledge is an unbeatable combination.

Leadership, Service & Life

Sharon works as a marketing strategist and mentor to CEOs and start-up entrepreneurs, partnering with them to introduce fast track growth strategy concepts. She is a former Syndicate Chair with The CEO Institute. Her approach is unique with a 'tell it how it is' approach – always strategic, yet completely actionable. Sharon lives in Sydney and has three adult children. Her love of the beach gained her an Australian Surf Lifesaving Association bronze medallion in 2005 and silver medallion in 2013.

Advisory and Board Roles

- Co Convenor, The Cook Society
- Business NSW Tourism and Visitor Economy Policy Committee
- Advisory Board Member, Hassell Studio
- Syndicate Chair, The CEO Institute
- Council Member, Australian British Chamber of Commerce
- Board Member, White Knight Foundation
- Ambassador for Good Beginnings
- PR Advisory Council of The University of Notre Dame

TV & Radio

- ABC TV, SBS TV, Sky News
- Channel 7, Channel 9, Channel 10
- Sunrise, Today Show, The Morning Show
- Kochie's Business Builders, Ausbiz
- ABC Radio, Qantas Radio, 2UE Radio

Speaking Topics

- Marketing, strategy, public relations and social media
- The future of marketing
- Social media management/strategy – Taurus Social©
- Your digital resume and LinkedIn
- Personal branding, professional reputation – Taurus Profile™
- Events and Connectivity
- Sales Strategy
- Founding, starting and growing a business
- Systems, productivity, time and change management
- Work/life balance and health and wellbeing
- HR - How to motivate, grow, manage and challenge staff
- Staying relevant



A featured game changer on The Carousel



Columnist on Twitterati



Guest Expert on Ch7's Kochie's Business Builders



Monthly Contributor

Top 25 Business bloggers, as voted by Smart Company

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