

Julie Hutton

AAICD, B.A., Dip. Marketing, CRM & Privacy
Connecting People, processes, and systems
CDP| Analytics| MarTech| Projects | Privacy|

E Jghutton72@gmail.com
www.linkedin.com/in/huttonjulie
M 61411 873 737
📍 Sydney, Australia

Senior leadership experience connecting people, processes and systems. With expertise in project management, data analytics, CRM and digital transformation for global organisations. I am versed in privacy, cyber and compliance practices. With proficiency in managing large scale budgets and cross functional teams for luxury distributors of products and services, media platforms and professional services sectors.

A proven track record of achievements in establishing Customer Data Platforms, automation, customer-oriented programs, developing high performance teams, embedding innovation in strategy, setting business and reporting KPIs, developing operations and processes, establishing risk frameworks, data governance, project management, martech transformation and managing commercial partnerships.

I have widespread management experience in publicly listed organisations, franchise network, startups, NFP and SME.

Executive Experience

Estee Lauder Companies Pty Ltd La Mer, M.A.C, Bobbi Brown, Tom Ford, Jo Malone London, Aveda, Clinique, and Estee Lauder. Breast Cancer Research Foundation (BCRF)	\$17.B revenue. 63000 employees. Luxury manufacturer of skincare, makeup, fragrance, and BCRF. In ANZ over 2.3M customers with products and services distributed to 18 ecommerce sites and over 200 retailers.	August 2019 to current Head of Customer Data, CRM, Analytics and Privacy, ANZ
Accent Group Ltd (AX1.AX) The Athletes Foot, Sketchers, Platypus, Merrell, CAT, Vans, Dr Martin, Hype DC.	\$1.4B. 1200 employees. Manufacturer and distributor of active lifestyle shoes and wear. With over 3.4M customers. Distribution through 25 ecommerce sites and over 800 FSS retail channels.	Feb 2015- Aug 2018 General Manager CRM, Data & Loyalty
CX Hub	Data and marketing projects for AFL and Foxtel, Mission Australia, Mazda dealership	Feb 2011-Feb 2015
SBS Australia The World Movies Channel	1400 employees. Broadcast Media production and distribution of multicultural, multilingual, and Indigenous media	Feb – Oct 2010 Marketing/Channel Director (maternity leave)

AUSTAR United Communications (now Foxtel)	\$1B revenue. 800 employees. Broadcast Media production, distribution of subscription tv and telecommunications. It serviced over 2.4M regional Australians.	August 2006-Nov 2009
BRAZIN LTD Virgin Music, Sanity, BNT, HMV,	Private investment firm founded by Brett Blundy, 1200 employees. Distribution of music and movies to over 600 stores.	March 2005 – July 2006 (contract)
Dymocks Booksellers Bookseller, Macadamia farms and wineries	Privately held with over 100 franchise stores in ANZ, Hong Kong, and Singapore. Book Distributor	Jan 2003 – March 2005
WorldGroup Consulting (SPL) IT and CRM Consulting	Privately listed. Spinoff SPL WorldGroup. Provider of technology business solutions to wealth management and utilities industries. Over 600 employees globally	June 1998- Jan 2003

Referees available on request: Mark Tepperson, Jarrod Tuck, Austin Chiu

Education

Foundations of AICD - Governance, Strategy & Risk, Finance, Australian Institute of Company Directors

BA –major Business Law, Psychology, University of New England

Grad. Certificate in Leadership and Management, Impact Performance

Dip in PR & Marketing, Sydney Institute of Technology

Certificate in CRM, Privacy, Data Australian Direct Marketing Association

Achievements

- 2020 Project Manage ANZ Customer Data Platform, MarTech, Marketing automation, establish reporting frameworks, KPIs and tools. Change Management, Pilot rolled out to APAC and EMEA
- Member of Leadership team: Brazin, Accent Group Digital Hub and AUSTAR Entertainment
- Develop Crisis Management and Data governance policies for Estee Lauder Companies ANZ
- Establish business, crm, fraud and financial KPIs to support strategy and data transformation
- Develop a strategic framework from 1st party data (CDP). 25% of revenue (\$120M) + 12% LY is generated from consumer sales coming from the Art of Repeat/HV strategy, NPS. Shift product-based culture to consumer and service centric. KPIs are focused on consumer sales from customer status, value segments, contactability, ASH, product and brand Repeat, Retention, cross brand and NPS
- Launch mobile, data and NextGen digital switchover from FTA. Launch over 15 new channels on AUSTAR with interactive services e.g., multiple games on one screen. Including NITV, Al-Jazeera, Setanta, Showtime, Fox Sports, Disney, BBC
- Awards: ADMA Gold for Dymocks CRM, Bronze for Euro WorldCup: Setanta Sports/RAI & Italian Channels - Strategic effectiveness; International ECO marketing Awards - Silver Andre Rieu - Data and retention strategy, PROMAX Award: NEXT GEN Digital

Skills and Attributes

- Develop B2C strategic marketing and digital frameworks to drive online, offline and omni consumer revenue. Manage \$120M annual sales
- Connect business and technical stakeholders with martech and establish new operational processes.
- Experience with contract and license negotiations with broadcasting platforms, film distributors, search and digital marketing agencies, software, technical implementation agencies and professional services.
- Prepare quarterly board reports and documentation for company IPO – World Group Consulting, TAF
- Experience with cyber and customer data breaches with regulatory bodies – ELC, TAF
- Project Manage MarTech transformation, POS, omnitools (OAB, VR, apps), FRDs, BRDs
- Launch CDP, multichannel websites, analytics, marketing automation and reporting tools
- Develop B2B case studies, white papers, events to acquire and retain client relationships
- Develop strategic frameworks and performance KPIS for C Suite, senior and mid leaders
- Deliver qualitative and quantitative research to drive strategy for Dymocks, Accent Group, ELC
- Launch CRM, analytics, and loyalty frameworks: EL, CL, LM, Dymocks, The Athletes Foot, Accent Group, Virgin Music
- Manage Adobe Campaign end to end operations, campaign builders, data sources and end to end campaigns
- Manage customer analytics; delivering analytics; Tableau and Alteryx train the trainer sessions
- Build and manage high performance technical and business teams in ANZ, APAC and Global.
- Collaborate with diverse stakeholders including board, finance, marketing, logistics, operations, digital, IT, suppliers, and agencies to deliver business outcomes

Interests and Organisations

Travel, Hiking, rowing, kayaking, sailing, theatre, film, music, books, painting, podcasts,

AI, innovation, cyber, data, MarTech,

Reverse mentoring program, taking part in voluntary and charity work, Women in MarTech, AICD member