



## Tim Pethick



Today, Tim Pethick is working on the launch of a revolutionary new 97% fat-free potato chip product under the Sultry Sally brand.

Following the successful launch of nudie, Tim stepped aside day-to-day involvement with the nudie business in March 2005 and, since then, has been an entrepreneur and brand guru working on the launch of a number of new brands and businesses. In the last two years Tim has helped launch Gecko, a new mobile phone MVNO targeted at tweens, a new superannuation brand - Max Super, and has launched a female lifestyle brand and is a partner in a new virtual p.a. and lifestyle management business. Tim is in high demand on the public speaking circuit and talks about branding, marketing and entrepreneurship.

To indulge his cravings for fresh fruit, and to demonstrate the power of emotional branding, Tim started nudie in early 2003. In a little over 2 years, and despite a devastating fire which destroyed the business in May 2004, Tim built nudie into a business turning over \$18m a year and recognised as one of the top 10 most influential brands in the Asia Pacific region.

Prior to launching into the world of delicious fresh fruit drinks, Tim was the more conventional Chief Executive Officer of BTLookSmart, the venture between British Telecom and LookSmart, delivering Web services to businesses in 15 languages and more than 20 countries worldwide.

Tim has a strong background in marketing, finance and broad business management in a range of industries. His career includes positions as Marketing Director of the Microsoft Network (msn) in Australia, Managing Director of Encyclopaedia Britannica, General Manager at Village Roadshow and general management and marketing roles with Lend Lease.

Tim has a Bachelor of Commerce degree the University of NSW, a Master of Economics Macquarie University, an MBA Deakin University and is a chartered accountant.

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**Topics:** After Dinner Speaker, Branding, Business, CEO, Entrepreneur, Food, Franchise, Innovation, Leadership, Marketing, Small Business

**Travels From:** New South Wales

**Fee Range:** \$5,000+GST - \$10,000+GST