

Claire Ward

Head of Marketing

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QUALIFICATIONS

2001

Personal Trainer and First Aid Certificates, Holmes Place Health Clubs, London

1999

Toastmaster, Cannons Health and Fitness, New Maiden, Surrey

1999

NPL Training, Cannons Health and Fitness, New Maiden, Surrey

1996

Bachelour of Business, Kingston University, Surrey

Claire Ward brings a strategic lens to a highly consumer driven market place. With an outstanding level of skill, knowledge and expertise across the aged care industry, Claire offers significant value in developing and deepening customer experience, as well as using data to effectively inform business decisions.

With a wealth of marketing and communication pedigree, Claire is able to create and deliver effective strategies that drive lead generation, acquisition and customer loyalty.

EXPERIENCE

2019 -

Managing Director, Anchor Excellence

Bespoke aged care management consulting. Administrator/Advisor services. Innovation and transformation. Executive coaching and speaking services. Our legacy is to improve your capability.

2018 - 2021

Marketing, Communications and Customer Experience Consultant - The Royce (Tulich Family Communities)

2016 - 2019

Executive Manager, Marketing and Communications - SummitCare

Managed marketing and communication. Achieved revenue targets and agreed KPIs. Delivered SummitCare rebrand and website. Launched new magazine. Aligned brand values across the organisation. Report to CEO directly.

EXPERIENCE CONTINUED

2013 - 2016

Marketing and Communications Consultant - SummitCare

Ensured the development and execution of marketing and communications. Facilitated strategies, maximised budgets and occupancy targets.

2014 - 2016

Marketing and Communications Consultant - St Basils

Research, Insights and Marketing across new developments. Utilised detailed research to inform successful sales and marketing strategy

2013 - 2015

Marketing and Communications Consultant - Just Better Care

Member of Leadership Team advising on organisations strategy. Developed group and local strategies across 19 franchisees.

2012 - 2013

Marketing and Communications Consultant - Canteen

Four month pro-bono project campaign management. Directed at siblings of children with some form of cancer. Grew community by 25%.

2011 - 2012

National Head of Marketing & Communications - Radio Australia

Reported to CEO, Brand Committee and Board. Launched several critical brand campaigns and strategies. Drove critical research studies to support radio and investment in the medium.

2009 - 2011

Head of Marketing & Communications - Alleasing

Repositioned brand. Developed and delivered marketing and communications strategy across 5 main channels - Government, education, healthcare, financial Institutions and vendor partners.

PROFESSIONAL RECOGNITION & MEMBERSHIPS

MEMBER

Amembal & Associates

MEMBER

ACCPA