

2016

## General Profile

### Overview

Marketing Recruitment Australia (MRA) is a boutique executive consultancy specialising in the search and recruitment of marketing and sales executives across a variety of business segments.

The business is owned and operated by myself, Philip Brown. I have over 18 years' experience in executive search and recruitment with clients ranging from large multinationals to smaller locally owned businesses in consumer and B2B markets. Prior to recruiting, I was a practising marketer for more than 20 years with multinational and Australian firms in FMCG, retail, advertising and tourism.

### Capability - main points of difference

1. **High success rate.** This is due to a combination of many years in marketing and sales recruitment coupled with extensive "real world" marketing experience across several industry segments. This creates greater proficiency in understanding clients' requirements as well as assessing candidates' skills, attributes, "cultural fit" and career objectives.
2. **Extensive networks + Search.** Having built substantial networks over many years in various industries enables faster and more accurate targeting of candidates who are the right "fit" with client requirements. What's important is finding the best talent *in* the market, not just *on* the market.
3. **Marketing knowledge.** An extensive marketing pedigree prior to recruiting has instilled first-hand knowledge of product and brand marketing in various industries. This enables greater insight of clients' briefs (beyond the PD documents) as well as being very effective in assessing candidates' abilities as marketers...saving clients time and money and producing shortlists of higher quality.
4. **Care, communication and courtesy.** I instinctively provide a high standard of care with clients and candidates. "Care" includes accurate, timely and courteous communication as well as maintaining high levels of honesty and ethics. (Some evidence of this is the fact that around 80% of MRA's assignments originate from clients who were past candidates.)
5. **Flexibility, speed to market and efficiency.** MRA is able to respond to clients' briefs immediately and efficiently. (In medium to large recruiting firms consultants are required to constantly maximise their assignment numbers at any one time to try and achieve KPI's.)

**Examples of Clients;** Angus Knight Group, Aussie Home Loans, Australian Defence CU, Berri, BAT, Burger King, Caltex, Cerebos, Chubb Fire, Clorox, Colgate, DuPont, Engin, Faulding, Ferrero, Frito-Lay, Fujifilm, George Weston Foods, Goodman Fielder, Green's Foods, Guinness, Harvey World Travel, Hastie Group, Hunter Douglas, Incitec Pivot, ICN Pharmaceuticals, J&J, Kellogg, LG, Liquorland, Macquarie Bank, Manassen Foods, Maxxium, Mayo Group, McPherson's Consumer Products, MLC, Mr Fothergill's, Nestle, Nielsen, NSW Lotteries, Pacific Brands, PCCA, Pharmacare, Pillsbury, Reckitt Benckiser, Salmat, Sanitarium, SC Johnson, Selleys, Skansen, Snack Brands Australia, Steggles, Stockland, Suntory, Tassal, The Boston Consulting Group, Thrifty Car Rental, Trimex, Uncle Toby's, Vitaco Health, Warner Home Video, Wattie's, Weatherzone, Weight Watchers, Whirlpool, World Kitchen, Wrigley's and Yarraman Estate.

### Philip Brown, Director

0414 845 217

[pbrown@marketingrecruitment.com.au](mailto:pbrown@marketingrecruitment.com.au)  
[www.marketingrecruitment.com.au](http://www.marketingrecruitment.com.au)

