



LIW³
Building a legacy
of leadership

Liane McGrath
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Liane McGrath is a marketing and business development specialist with a passion for effective leadership. Her experience within the corporate world has highlighted the impact that leadership has on not only an organisation's culture, but ultimately the bottom line.

Liane's association with Leading Initiatives was cemented through the shared belief that maximising an individual's potential will have significant impact upon those around them. Therefore a legacy of leadership within an organisation ultimately ensures that every single person is responsible and committed to the organization's success.

From her past experiences, she has a very keen interest in working with youth and organisations who are experiencing significant levels of change.

Liane has over 15 years experience in strategic marketing, business planning and development in organisations ranging from global corporations through to family owned and managed businesses. She holds a Bachelor of Arts (Mass Communications) from Macquarie University and a Masters of Business Administration from Macquarie Graduate School of Management.

Liane's experience has been gained in a complementary range of businesses including media, entertainment and creative agencies; professional services; import, wholesale and distribution of a variety of products from home-wares through to automotive.

Most recently, Liane spent 6 years as head of marketing for Jaguar Cars in Australia and also had responsibilities for Land Rover. She was responsible for restructuring, managing, mentoring and leading a team through a constantly changing environment, whilst formulating and delivering a 5 year rolling business plan to reposition both brands and product ranges.

Liane has her own consultancy that provides critical resources to an overstretched, time-poor workforce where time is a rare luxury. Whilst her focus is to aid businesses in developing strategic solutions for the future, she is always cognisant that effective leadership is a critical foundation to success.

Liane is also determined to create more time for herself to enjoy her family and friends whilst having fun with a golf club, on the water, seeing new sights, visiting galleries, watching very fast cars, or sitting in a theatre.

Mini bio

- Liane specialises in developing and delivering programs to maximise personal impact in organisations. Liane is a seasoned leader, with experience in senior roles in a number of complementary sectors.

Qualifications

- MBA
- BA (Mass Communications)