



## Julia Mann – DIRECTOR CLOVER STRATEGY

### Consultant Profile

Ms. Mann is a highly experienced marketing and economic consultant with 15 years in supporting SME's, local government and not-for-profit organisations drive sustainable growth and leverage future trends. She has held management positions in both local and international organisations which enabled her to work with a diverse spectrum of businesses and industries in Australia, Asia and the Pacific. Her role was highly focused on international growth and strategy, and required high level reporting to state and federal government departments.

With the unique combination of marketing communication, economic analysis and strategic planning, Julia turns intense research into engaging reports. This skill has enabled her to directly support South Australian organisations gain more than \$200M through the development of government tenders, new business pitches, preparation of government submissions (grants and incentives) and obtaining private equity investments.

Ms. Mann holds a Bachelor of Media, Masters in Marketing, with a specialisation in International Marketing and is currently completing Masters in Economics.

Full Profile:

[www.au.linkedin.com/in/julialmann](http://www.au.linkedin.com/in/julialmann)

### Core Competencies

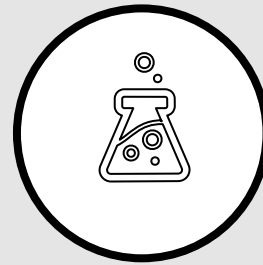
**Project Management:** Julia has been working as a consultant since December 2014. During this time, she has engaged with more than 60 clients including a range of local government councils. Her organisational skills ensures projects are consistently delivered on time, to budget and exceed client brief.

**Experience with quantitative and qualitative data and information analysis:** Julia prides herself on understanding both markets and audiences, and analysing how decisions made will impact the greater economy / community. Her research background supports clients in accessing the latest industry and market trends, and her strategic experience ensures each strategy is focused on positioning organisations for sustainable growth.

**Analyse information and present high level reporting outcome:** as Director of Clover Strategy, Julia works with business and government to undertake market research and economic analysis to drive strategic planning and economic growth. This work allows local businesses and government to make confident decisions to implement new projects, programs and investments.

**Excellent interpersonal skills and high level communication skills:** Julia combines professionalism effortlessly with a friendly persona. Her ability to engage with a wide range of stakeholders has strongly contributed to her success as a consultant. She is confident in undertaking interviews, workshops, focus groups and forums. In addition to this, she enjoys engaging personally with businesses and public speaking / presenting.

# ABOUT Clover Strategy.



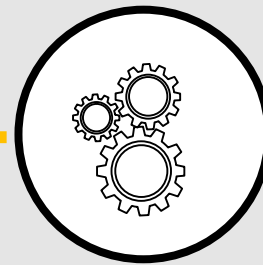
## Market Research

Desktop, qualitative and quantitative research is conducted to ensure high accuracy of information.



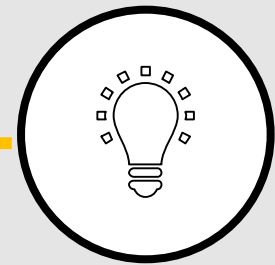
## Economic Analysis

Micro & macro analysis and feasibility studies are undertaken to determine economic outcomes and impact of projects and programs.



## Organisation Strategy

Research is analysed in line with organisation vision, goals, values and purpose. Results are prepared & recommendations proposed; giving organisations all the information and guidance required to make confident decisions.



## Pitching & Planning

Strategy often leads to need for investment, new business or new funding. Pitching and business cases can be required for stakeholder approvals.

**Our mission is to empower individuals and organisations to make strong confident decisions to drive sustainable growth and positive outcomes for our economy and communities.**

Clover Strategy is a boutique economic and marketing consulting firm in Adelaide dedicated to positioning business, industry groups and government to leverage market opportunities to drive sustainable growth. This is achieved by undertaking in depth market research, economic impact analysis, feasibility studies and turning these findings into strategic plans, reports, business cases and actionable plans.