

# Tim Pethick

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## *Entrepreneur and brand guru*

Tim Pethick stepped aside from day to day business management following the successful launch of the 'nudie' brand and is now an entrepreneur and brand guru.

Tim is in high demand on the public speaking circuit and talks about branding, marketing and entrepreneurship. He also appears on Kochie's *Business Builders TV* on the Seven Network.



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

Before that, he was the CEO of LookSmart Australia the internet directory company of Australia, the internet directory company listed on the Australian stock exchange. Tim joined LookSmart in early 1999 from Encyclopaedia Britannica, where he was General Manager of Sales and Marketing in North America. In that role he was responsible for the marketing and development of Britannica.com, Britannica's Webguide and Britannica Online,

Prior to that, Tim was CEO of Encyclopaedia Britannica in the UK and Australia, in charge of Britannica's English language business activities in the UK, Australia, New Zealand, Africa, Europe, the Middle East, and Asia Pacific region.

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 Microsoft Network (msn) in Australia, General Manager at Village Roadshow and general management and marketing roles with Lend Lease.

Tim has worked on strategic planning and marketing consulting assignments, ranging from a number of days to months, with both individual entrepreneurs and their small businesses and large publicly listed companies. He has been extensively interviewed on national and international TV, radio and press.

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

## Client testimonials

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“ We asked Tim to address our Small Business Community as 74% wanted to learn more about marketing. Tim's story showed us that world-class branding and marketing can be undertaken by smaller players - the Nudie story is as refreshing and inspiring as the Nudie products we enjoyed at breakfast. Department of Trade and Economic Development,

- **South Australia**

“ Tim was excellent! Out of a fantastic line-up of speakers, all of whom did a great job and kept the audience interested and engaged, Tim was still a stand out speaker. He was professional, down to earth and really gave the audience some great information and tips, and above all, got his message across without making it seem like an advertisement for Nudie. He was great and I would have no hesitation in recommending him on to others.

- **Chamber of Commerce & Industry of WA**

“ Tim Pethick delivered an inspiring, amusing and relevant presentation. Our staff loved his presentation with the feedback very clear, he was our best presenter to date.

- **Toyota Australia Limited**

“ Tim was fantastic. He showed how hard work, commitment and pulling together can make a great team. He was inspiring.

- **MBF**

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