

Roxy Jacenko

Communications Innovator & Entrepreneur

Roxy Jacenko is an Australian entrepreneur and mother of two who has successfully created five revolutionary businesses, written several books (fiction and non fiction), become a media identity and launched her own reality show. Without doubt, she is one of Australia's most powerful business women and digital influencers.

The dynamic force behind Sweaty Betty PR, The Ministry of Talent, Social Union, 18 Communications, Pixie's Bows and Roxy Jacenko Accessories, Roxy is renowned for her bold approach, her determination and her drive to make every project a success.

With her laugh-out-loud honesty and capacity to deliver practical, no-nonsense business advice, Roxy has become in-demand at seminars and workshops around the country.

More about Roxy Jacenko:

Since starting Sweaty Betty PR in 2004, Roxy has consistently challenged the status quo in the world of PR to create one of the country's most in-demand agencies. It's with good reason that the average Australian has heard of Sweaty Betty PR when most couldn't name one other agency - Roxy dares to do things differently!

Roxy didn't just set the bar higher in an existing industry, she can also spot trends and create new niche industries. In 2012, Roxy predicted the rise of the digital influencer and created The Ministry of Talent - Australia's first dedicated influencer and creative talent management agency. In 2018 she launched social media content creation and management agency Social Union, providing a host of services for brands looking to elevate their social presence. This was followed by 18 Communications, a PR and marketing agency dedicated to helping brands reach Chinese consumers both in Australia and abroad.

While she has undoubtedly made her mark in PR and marketing with her suite of revolutionary companies, Roxy has also disrupted a seemingly impossible market to innovate in with the launch of Pixie's Bows in 2011. Working with her daughter Pixie, Roxy has combined her unwavering drive and creativity to turn the humble hairbow into an international accessories brand for little girls. Pixies Bows has since been expanded to include Roxy Jacenko Accessories; a range of sell-out women's hair accessories.



As if being a working mum of two and founder & director of five businesses isn't enough to make you wonder how she does it all, Roxy is also an accomplished author. She has penned four fiction books, *Strictly Confidential*, *The Rumour Mill*, *The Spotlight* and children's book *Penelope's Playground* as well as *Roxy's Little Black Book of Tips and Tricks*; her first non-fiction book that was released in 2018.

Launching in 2016, Roxy's Tips and Tricks live seminars have become a sell-out phenomenon, with thousands of business men and women from around Australia and the globe attending her candid and insightful events.

Roxy is no stranger to radio and TV, making regular appearances as a guest on morning television, radio and starring in the 2013 season of *Celebrity Apprentice*. Her own reality TV show *I am.... Roxy* launched on Channel TEN in 2019; a behind-the-scenes look at her crazy-schedule and fascinating lifestyle.

As one of Australia's most recognisable entrepreneurs, media personalities and digital influencers, it comes as no surprise that Roxy has become an ambassador for leading fashion, beauty hospitality and lifestyle brands including; Sparkling White Smile, STAN, ACCOR, John Frieda and Net-A-Porter just to name a few. With a covetable style and effortless ability to communicate with her audience via social media, Roxy has also collaborated with countless national and international brands oftentimes creating what's been dubbed as 'The Roxy Effect' - a noticeable spike in clicks, inquiries and sales soon after she has shared one of her latest finds must-have purchases.

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