

## Sandra Yates

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### ***Business, Education and Arts Leader***

Sandra Yates is a prominent and influential consultant to business and government who has a particular interest and expertise in the arts and education.

With an impressive broad based career in Australian media, marketing publishing and the arts, Sandra gives a unique perspective on contemporary communication issues.



### **More about Sandra Yates:**

Sandra was Chair of the award winning advertising agency Saatchi & Saatchi Australia (1996-2004). During her time as Chair, the agency led two national election campaigns on behalf of the Australian Labor Party.

Under her leadership as publisher of *Time* magazine (1990 - 1994), *Time* became the No 1 news and business magazine in Australia in both circulation and readership, and increased advertising revenue by 50%.

Sandra was Chair of the NSW TAFE Commission Board (1997 to 2007), and Chair of Sydney Writers' Festival (2000 to 2011). During that time, the Festival grew to become the largest literary Festival in Australia, and one of the largest in the world, with annual attendances in excess of 80,000. She has also been a founding board member of the independent National Art School and a board member of the University of New South Wales Press.

Prior to that, Sandra was President and CEO of Matilda Publications Inc., a company she founded with her then business partner, Dr. Anne Summers, in New York in 1988, when they raised \$20,000,000 on Wall Street, and completed the second woman-led LBO in US corporate history. The company successfully launched *Sassy* (a magazine for teenage girls) and led *Ms* magazine to its highest ever circulation.

Sandra is a Past President of Chief Executive Women - a representative group which advocates for gender balance - and YWCA of Sydney, and a former board member of the NSW Major Events Board, UNICEF, Musica Viva, and the Taronga Foundation. She is a Past President of the

Magazine Publishers Association of Australia, and a former director of the Magazine Publishers Association in the US.

In June 2002, she was admitted as an Officer in the Order of Australia for services to women's organisations, vocational education and training, and the advertising industry.

### ***Sandra Yates talks about:***

- Marketing
- Branding
- Communication
- Change Management
- Ideas Leadership
- Diversity

### **Client testimonials**

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“ Humorous and Informative. Very stimulating. Practical tips.

- *Institute for International Research*

“ Audience extremely appreciative... engendered some good questions.

- *North Rivers Regional Development Board*

“ Sandra fitted into the panel very well - they were rated quite highly on the delegate evaluations.

- *NSW Business Chamber*

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