

# Fiona Gibson

## International Marketing and Communications Director



**SC Year:** 1975

### Training (eg TAFE, University etc):

**Diploma in Marketing**

University of Technology, Sydney (1995)

**Public Relations Program**

APM Training Institute, Sydney (1994)

### Jobs:

**The Royal Bank of Scotland**

Head of Communications & Marketing, South Asia

**2008 - 2012**

**Capgemini Australia, Sydney**

National Marketing Director

**2004 - 2008**

**Accenture, Sydney**

Marketing Director, Supply Chain Practice Asia Pacific

**1995 - 2002**

**Gattorna Strategy Consultants, Sydney**

Marketing Director

**1993 - 1995**

**Booz Allen & Hamilton (UK) Ltd, London**

Marketing & Events Manager

**1991 - 1993**

### What are you doing now?

Since January 2012 I've headed the Communications & Marketing function for International Banking APAC for The Royal Bank of Scotland, based in Singapore. I'm a member of the Singapore Management Committee and I report to the Head of International Banking, APAC.

In this role I manage public relations, internal communications, reputation & issues management, sponsorships and client hospitality & events for the International Banking business across Asia Pacific.

I get to develop and manage great campaigns like a client testimonial video series across the region, where I interviewed 20 CEOs and CFOs. I also manage our relationships with the Bank's Ambassadors – Andy Murray, Sachin Tendulkar and Jack Nicklaus.

In addition, I lead the Bank's CSR programs across South Asia. I used my volunteering leave last year to "talk conservation" with village children living on the border of Ranthambore National Park in Rajasthan, India. If the kids buy into the importance of preserving tiger habitat then we may have the big cats on the planet for a bit longer.

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### Relevant Experiences since leaving school (eg special achievements)

I didn't follow the regular path to an international career in professional and financial services.

I completed my school certificate in 1975 and then undertook a secretarial course at Taree TAFE. I worked locally (Taree, Wauchope and Port Macquarie) until 1986 when I moved to Sydney.

I moved out of administration roles and into marketing positions through hard work and never being afraid to take a step up.

Working in London in the early '90s for a global management consulting firm (Booz Allen Hamilton) was a pivotal career moment. It gave me unparalleled exposure to people and places and opportunities and set me up to return to Australia with a sought after skill set.

### Interesting Experiences (eg something that may be relevant to students??)

I've travelled to more than 40 countries, a lot through work. I've never lost my fascination for learning – not necessarily always the textbook kind. I know now that you can learn just as much in a Phnom Penh slum as you can in a smart boardroom. However, you do need good marks to get your career kick started, so applying yourself at school is critical.

### Other comments /Memories from Chatham High Days:

I remember electing to do Asian Social Studies in 1975 and wondering just what I'd do with the skills I was learning. Having now spent more than 20 years either working and / or living in Asia I'm very grateful I paid close attention in class!

Working on our 30<sup>th</sup> School Reunion in 2007 and producing a "Memento Book" for the occasion was a rare privilege. I hope I have enough energy for our 40<sup>th</sup>.

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## **Tips for our students**

- 1) Find a mentor. Having a mentor does a number of things:-
  - It saves you from having to “reinvent the wheel” trying to figure something out that has already been perfected by somebody else.
  - Your mentor will keep you on track.
  - Mentors provide lots of motivation.
  - Your learning curve is dramatically shortened.
  - You benefit from the experiences of somebody else, learning from their mistakes and sharing in their victories.
  - You are accountable to your mentor for progress, which should keep you focused!
- 2) Work your network.