

## Simon Corah

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### ***Futurist, Behaviourist, Strategist & Keynote Speaker***

Simon Corah is a futurist, an expert on human behaviour and trends, and a successful entrepreneur. Drawing on his exceptional international experience and expertise, and backed by extensive research, he develops evidence based strategies that enable businesses to transform themselves to capture emerging markets.

Simon is a keynote speaker who goes above and beyond to research your current business, your competition and your customer base to tailor presentations that are specific to your needs. In essence, he's not just a keynote speaker; he is a consultant backed by a team of researchers, who can direct the future of your business.



### **More about Simon Corah:**

Simon Corah worked for the Saatchi brothers for 25 years from 1983 to 2007, starting out as a graduate trainee in London, before moving to Sydney after five years. He became MD of Saatchi in Taiwan (1991), then CEO of Ireland (1992-95) before returning to Australia to found M&C Saatchi Australia in May 1995.

Over the following 12 years, Simon built M&C Saatchi up to become a top three Australian Agency, with a range of blue chip clients, 300 staff and \$50million in revenues.

Following the sale of M&C Saatchi to AIM on the UK stock exchange, Simon left in 2007, to start Growth Mantra.

Growth Mantra is a boutique strategy consultancy focussed on growth. The agency forecasts markets to spot opportunities for growth, then develops and brings strategies to life. As an example of its work, Growth Mantra won an international pitch to re-invigorate McDonald's and as a consequence, developed and implemented the 'Create Your Taste' campaign. Growth Mantra is also the brains behind the Woolworths Metro concept. The organisation has worked on other blue chip companies including: AGL, Bupa, Coca-Cola, Diageo, NAB, Optus, and Tabcorp.

An impressive keynote, Simon will tailor his presentation for your audience, ensuring it is absolutely relevant to where your business is now and where it needs to be to meet your future market.

## Client testimonials

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“ Simon was very well received by our Senior Leaders. Knowledgeable. Simon keeps us entertained all the time and we wish we could have had him for more than an hour. Lots of question and interest from his presentation.

- *OZ Minerals*

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