

Paul Smith

Global Sports Marketing Entrepreneur and Keynote Speaker

Paul Smith founded Repucom, a global enterprise that specialised in sports marketing research. With over 1,600 staff in 16 countries, Repucom, built up an incredible client list prior to being bought out by The Nielson company - the world's largest research agency - in 2016. The transaction recognised the business acumen of Repucom's CEO and the company's worldwide dominance in the field of sport.



The lessons Paul Smith learnt and the secrets for success discovered along the way form the basis of Paul Smith's compelling keynote presentations.

Risk taking, revenue growth, capital raising, opening businesses in expansion markets, acquisitions, building a team of people to do amazing things and creating a culture of success are the things that Paul is passionate about in business.

More about Paul Smith:

Paul went to school in Warilla just south of Wollongong. He holds a Bachelor in Sports Administration from the University of Canberra and an Associate Diploma in Sports Science from the University of Wollongong, both important building blocks in his successful career.

Highly respected in business, Paul Smith has been described by Crown Resorts chairman Robert Rankin, as the "classic entrepreneur who had the persistence to stick with the roll-out strategy, that took more time due to the GFC, but he adjusted and emerged so well. I give him enormous credit for what he has done".

The corporate world can learn much from the experience of this globally successful Australian entrepreneur. Paul Smith will excite, motivate and energize individuals and companies to be better

Paul Smith talks about:

Paul tailors his speeches for each individual client. Suggested speaking themes include:

Business development in a global market: The pitfalls and highlights from an Australian success story (A discussion on the importance of a clear vision, a cunning plan and a winning strategy)

To be the best in the world you must have team buy in: The Repucom story. (A discussion on

leadership and what it takes to develop a winning culture)

From start up to a global number one: You have to have sense of humor! (A more lighthearted after dinner speech).

Survival in the 21st Century: business resilience is no longer an option but a foundation.

Overcoming the tyranny of distance: Repucom' s experiences in leading a coordinated team across several continents and instilling a winning culture in all.

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