

# Sally Hill

Founder,  
Purpose-driven  
business leader

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## Sally Hill

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## Personal Statement

I am a pioneer, leader and thinker in the field of ethical and sustainable business. My experience includes founding and running two businesses, managing and leading teams, developing and delivering on partnership programs, developing brands, building digital platforms, crafting experience and event strategies, building famously vibrant communities, and managing compelling and strategic communications campaigns. I currently work independently as a consultant to business leaders and organisations with a focus on brand and experience strategy, communications and engagement, and human-centred design.

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## Experience

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### Independent Consultant / Various clients

MAY 2019 - PRESENT

I currently work independently as a high level consultant to a range of organisations. My clients include the Managing Director of an ethical super fund, Executive Director of a peak responsible business body, the Head of Partnerships of a digital agency, a CEO and founder of a fast-growing tech company which is NDIS registered, the founder of a digital tool for impact measurement, and an impact strategist and impact investor with a global portfolio of roles.

### Today / General Manager, Sydney

APRIL 2018 - PRESENT, SYDNEY, AUSTRALIA

Today Strategic Design is a human-centred design and technology company which is 'purpose-first' working with organisations to generate positive social and environmental impact. Our clients included Government (State, Federal, Local), Universities and educational institutions, not-for-profits and commercial clients.

During my time at Today I developed new engagement and visibility initiatives for the agency including a thought leadership and networking dinner series with high profile attendance as well as a new email publication (eDM) and development of our CRM (customer relationship management) system for communicating with segments of our client and community databases. The content strategy I worked on contributed to Today being named one of [LinkedIn's Top 25 startups](#) and to the ongoing development of Today's website and social channels.

I provided oversight to Today's consulting team providing research, service design, technology, engagement and partnership strategies, and implementing new programs, products and services, often in complex stakeholder environments.

I led and contributed to two award winning pieces of work while at Today:

- An open-source branding project and campaign for World Vision known as [Kids off Nauru](#). This won a Good Design Award, and an AGDA Award
- [Speckle](#), a financial product developed with NAB and Good Shepherd to support people in financial distress and avoid access to payday lenders.

My responsibilities at Today were to:

- Be a visionary and inspiring communicator of Today's impact
- Be a people manager, leader and supporter to members of our team
- Be a trusted partner to our clients, overseeing successful delivery of our engagements and developing long-term partnerships
- Manage the Sydney studio (team, revenue, operations) successfully
- Champion the Today brand of creativity and human-centred design
- Strategically engage with new communities, develop new business relationships and industry partnerships
- Recruit diverse, talented, driven people by driving our visibility in Sydney and engagement with the design and technology communities
- Collaborate closely with the Executive Team and Melbourne Director's Team to conduct strategic planning and implement our collective vision

### **Wildwon / Founder, Managing Director**

SEPTEMBER 2012 - MA, SYDNEY, AUSTRALIA

In 2012, I established [Wildwon](#), an experience design agency with a focus on positive social and environmental impact and a founding Australian B Corp. Between 2012 and 2018 I built our business to a team of ten based on our reputation for positive client relationships, strong industry partnerships, and a knack for driving compelling and positive engagement with places, institutions and ideas. Wildwon's service offering was rooted in research and human-centred design methodologies, and executed via engagement strategy, event experiences, and branding and digital communications.

Over six years Wildwon:

- Designed and launched 'Progress' a conference and platform for Australian Progress to establish the organisation as the peak body for Australia's not-for-profit and campaigning community. Progress attracted speakers such as Edward Snowden and Peter Singer.
- Worked with RMIT University on the transformation of research at RMIT from separate research institutes to a platform model of interdisciplinary, impact-driven research. We designed a set of experiences to engage RMIT staff and students in this change.
- Helped the Office of Environment and Heritage NSW to co-design 'Start Something', a curriculum and content series for social enterprise capacity-building in regional NSW
- Developed and executed 'Breakthrough', the largest gender equality gathering in a generation, for Victorian Women's Trust
- Developed and rolled out complex brand and communications strategies to diverse audience and stakeholder groups, developed numerous event programs and accompanying marketing strategies resulting in high engagement for our clients and sponsors
- Managed budgets of \$1m+ dedicated to community engagement via events and communications

### **Purpose (Conference) / Founder, Creative Director**

DECEMBER 2015 - PRESENT, SYDNEY, AUSTRALIA

[Purpose](#) is an annual, two-day conference about purpose-driven business. It exists to support and scale the purpose-driven business ecosystem in Australia. It has a thriving community of partners, participants and online audiences. The event hosted high profile international speakers such as trust and technology expert Rachel Botsman, and global sustainability leader Paul Hawken.

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## Early experience

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### **WWF-Australia / Business Partnerships Executive**

AUGUST 2011 - OCTOBER 2012, SYDNEY AUSTRALIA

### **Future Friendly / Digital Communications Consultant**

FEBRUARY 2011 - AUGUST 2011, SYDNEY AUSTRALIA

### **Greenhouse PR / Social Media Coordinator**

JULY 2010 - JANUARY 2011, LONDON UK

### **AgeUK / Business Development Executive**

AUGUST 2009 - JUNE 2010, LONDON UK

### **Foundation for Democracy and Sustainable Development / Researcher**

JUNE 2009 - AUGUST 2009, LONDON UK

### **CSR International / Communications Coordinator (Part time)**

FEBRUARY 2009 - AUGUST 2009, SYDNEY AUSTRALIA

### **GetUp! / Member Engagement Coordinator**

AUGUST 2008 - FEBRUARY 2009, SYDNEY AUSTRALIA

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## Education

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### **Social Return on Investment (SROI) training / Net Balance**

2014, SYDNEY, AUSTRALIA

### **Centre for Sustainability Leadership / Fellowship**

2011, SYDNEY, AUSTRALIA

### **Cambridge Institute for Sustainability Leadership / CSR Masterclass**

2009, LONDON, UK

### **The University of Sydney / Bachelor of Social Science**

2011, SYDNEY, AUSTRALIA

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## Volunteer Involvement, Thought Leadership

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### **Board Director / Conscious Capitalism Australia & New Zealand**

JANUARY 2016 - DECEMBER 2016

### **Global Shaper / World Economic Forum Shapers, Sydney Hub**

JANUARY 2015 - DECEMBER 2017

### **Instructor, Mentor & Speaker / General Assembly, UTS Hatchery, AcademyXi, The Centre for Sustainability Leadership**

JANUARY 2014 - PRESENT

### **Facilitator / Guardian Masterclass, How to run a Purpose-Driven Business**

JUNE - SEPTEMBER 2016

### **Programming Committee / fastBREAK, Idea Bombing Sydney, Vivid Ideas**

FEBRUARY 2011 - DECEMBER 2016

### **Founding Team / Youth Food Movement Australia**

FEBRUARY 2011 - DECEMBER 2013

### **Organiser / GreenUps, Sydney's Green Drinks**

FEBRUARY 2011 - MARCH 2012

### **Speaker / Experienced speaker and commentator on various topics**

FEBRUARY 2011 - PRESENT