

# Claire Ward

## Head of Marketing



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Linkedin.com/in/Claireward



## Qualifications

2022

Certified Practitioner, Certified Chair Executive Program

2001

Personal Trainer and First Aid Outcomes, Holmes Place Health Clubs, London

1999

Toastmaster, Cannons Health and Fitness

1999

NPL Training, Cannons Health and Fitness

1996

Bachelor of Business, Kingston University

Claire Ward brings a strategic lens to a highly consumer driven market place. With an outstanding level of skill, knowledge and expertise across the aged care industry,

Claire offers significant value in developing and deepening customer experience, as well as using data to effectively inform business decisions.

With a wealth of marketing and communication pedigree, Claire is able to create and deliver effective strategies that drive lead generation, acquisition and customer loyalty.

## Experience

2019 - Current

### *Head of Marketing, Anchor Excellence*

Bespoke aged care management consulting. Administrator / Advisor services. Innovation and transformation. Executive coaching and speaking services. Our legacy is to improve your capability.

2018 - 2021

*Marketing, Communications and Customer Experience Consultant, The Royce (Tulich Family Communities)*

For a full list, please visit us on LinkedIn

**Anchor  
Excellence**

## Experience

2016 - 2019

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### ***Executive Manager, Marketing and Communications - SummitCare***

Managed marketing and communication. Achieved revenue targets and agreed KPIs. Delivered SummitCare rebrand and website. Launched new magazine. Aligned brand values across the organisation. Report to CEO directly.

2013 - 2016

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### ***Marketing and Communications Consultant - St. Basils NSW***

Research, Insights and Marketing across new developments. Utilised detailed research to inform successful sales and marketing strategy

2013 - 2015

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### ***Marketing and Communications Consultant - Just Better Care***

Member of Leadership Team advising on organisations strategy. Developed group and local strategies across 19 franchisees.

2012 - 2013

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### ***Marketing and Communications Consultant - Canteen***

Four month pro-bono project campaign management. Directed at siblings of children with some form of cancer. Grew community by 25%.

2011 - 2012

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### ***National Head of Marketing & Communications, Radio Australia***

Reported to CEO, Brand Committee and Board. Launched several critical brand campaigns and strategies. Drove critical research studies to support radio and investment in the medium.

2009 - 2011

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### ***Head of Marketing & Communications, Alleasing***

Reported to CEO, Brand Committee and Board. Launched several critical brand campaigns and strategies. Drove critical research studies to support radio and investment in the medium.

## Professional Recognition & Memberships

### **Membership**

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Amembal & Associates

### **Membership**

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ACCPA

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