

ADVISOR PROFILE

Name Genevieve Theseira

Position Media Director
Retail IQ

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www.retailiq.tv



BUSINESS EXPERIENCE AND PROFILE:

2009 – Present

Retail IQ



Position: Media Director

Summary: Retail IQ is a full service retail advisory, recruitment and training firm providing services for clients in Australia and Internationally. As Media Director, Genevieve oversees various aspects of the Retail IQ business including online marketing, publishing, event management, public speaking and the provision of client advisory services.

With a highly accomplished track record of senior creative, media and management experience gained working for global advertising agencies in London and Singapore, Genevieve is now advising Retail IQ's corporate and shopping centre clients on how to best maximise their brand equity, product positioning, corporate advertising, marketing and communications strategies.

Having also co-owned a successful marketing, communications and advertising company in Singapore, Genevieve brings a uniquely global perspective to Retail IQ and its clients.

Genevieve's areas of specialty include Corporate Retail, Shopping Centres, FMCG, hospitality, Government and NGOs. With both a personal and professional interest in the promotion of the holistic healing industries, Genevieve successfully combines corporate objectives with sustainable and innovative business practices. As a founding member of the Entrepreneurs' Organisation in Singapore, Genevieve's accomplishments have been featured in numerous books, television programs and articles throughout the region.

Contact Genevieve at Retail IQ if you are;

- Looking for insightful and innovative strategies on how to launch new products in Australia, Pan Asia and beyond
- Thinking of planning a major product or media launch
- Demanding a fresh approach to your branding, marketing, advertising and communications strategies
- Interested in booking one of Retail IQ partners to speak at your next Corporate Retail function in Australia or Asia

ADVISOR PROFILE – GENEVEIVE THESEIRA-HAESE

COMMERCIAL EXPERIENCE:

1997 – Present **Breathing Space Pte Ltd / Breathing Space Inc**
Singapore | British Virgin Islands

Position: **Chief Executive/ Founder**

Summary: Breathing Space was established as a holistic healing arts portal designed to promote the healing arts to Corporate Executives in SE Asia, Australia New Zealand and Europe.

As Chief Executive of Breathing Space, Genevieve is responsible for;

- Managing over 40 facilitators around the world for yoga and the holistic healing arts
- Planning events, overseeing marketing and strategies for new trends, design, products and services
- Organising yoga and wellness sessions, workshops and retreats
- Recruiting healing practitioners
- Mentored Facilitators and developed their practices
- Created wellbeing alliance with similar supporting and like minded facilities and companies world wide

1996 – 2004 **Republic (A)lliance Pte Ltd**
Singapore

Position: **Managing Director, Creative Communications Consultant and Sustainable Brand Development Advisor / Founding Partner**

Summary: Republic was a full service (through the line) advertising agency based in Singapore. The firm specialised in branding, television and print media solutions for large corporate retail and FMCG clients such as DuPont, Dunlop, Suntec City, Centrepoint Properties, Robertson Walk and Temasek Holdings. Republic delivered services throughout Pan Asia including India, China, Singapore, Malaysia, Thailand, Indonesia, Australia and New Zealand.

As the Founding Partner of Republic, Genevieve was responsible for the following functions;

- Managing a \$15 million through the line advertising agency
- Executing long-term branding development for local as well as international companies
- Supervising integrated marketing in 20 Pan Asian countries in communications
- Providing insight and assistance in presentation, editing and writing of annual reports, bi-annual newsletter, and other corporate publications
- Establishing a full service Pan Asian based creative alliance network
- Creating an entrepreneurial mentoring system for agency staff

Prior to founding Republic, Genevieve worked as an **Advertising and Branding Consultant** for **Leo Burnett** and **Grey Advertising** in London for over 6 years where she worked on large corporate accounts Proctor & Gamble, Vidal Sassoon, McDonalds, DuPont, Kellogg's, Nestle, Mars and United Distillers.

ADVISOR PROFILE – GENEVIEVE THESEIRA-HAESE

Education BA(Hons) Communication – University of Arts, London (St Martins/Parsons)
Post Graduate School of Communication Arts, UK
Graduate of Stanford Entrepreneurial School, USA

Languages English (fluent)
Bahasa (basic)
Malay (elementary)

Memberships & Appointments

The Entrepreneurs' Organisation (EO), Singapore Chapter
www.eonetwork.org

Home Nursing Foundation, Singapore (Board Member)

Breast Cancer Foundation, Singapore (Marketing & Communications Advisor)

Results Coaching Systems Singapore/ Australia (Accredited Alumni)

Luxury Marketing Council UK (member)

Design and Art Direction UK (member)

University of the Arts UK (Alumni)

Otis Parsons Art Institute USA (Alumni)
