

Subject: Managing Director - Driving Billion-Dollar Growth and Market Domination for Global Companies

Dear Jackie,

As an accomplished senior executive and industry first mover in the digital out-of-home (DOOH) market, I deliver effective solutions and genuine results by driving organisational visions, change management, strategic business development, building high-performance teams, and thought leadership.

Under my leadership, Australia's Media Association broke new ground by acquiring key accounts with major petrol retailers worldwide including: Shell, Chevron, Petronas, Petron, Star/Orlen, Eni, Reliance, Exxon Mobil, GAS, United Petroleum, Coles Express/Shell branded, Woolworths, Puma Energy. It's with this track record of building global success that I would like to be considered for a position with KR Fuelling Systems.

My progressive career has seen me:

- **PIONEERING, VISIONARY LEADERSHIP** – Realise \$10B in revenue for 2017, by designing and delivering Australia's 'first' one-to-one digital outdoor network with audio and video capabilities.
- **BUSINESS GROWTH & MARKET POSITIONING** – Strategically position Val Morgan Outdoor post PumpRetailTV acquisition, as the #1 digital media provider worldwide, specialising in audience engagement and digital out-of-home.
- **START-UPS & OPERATIONAL EXCELLENCE** – Personally expand client portfolio from 0 to 150 in just 12 months, by identifying and capturing global, emerging markets and growth opportunities in the digital out-of-home space led by oil company majors, out-of-home operators, and dealer owned and dealer operated sites.

Thank you for considering my candidacy. I would welcome your response to discuss your needs in more detail.

Kind regards,

Tracey Campbell

Directs organisations, providing vision and leadership to drive dramatic revenue growth.

Profit Driven | Relationship Builder | Value Oriented | Visionary Thinker

+61 489 654 547 | traceycampbell@gmail.com | [LinkedIn Profile](#)