

Paula Martin

Director



**BUSINESS
NSW**



Paula Martin is Executive Director of Regional NSW and The Visitor Economy. Paula's focus is to drive positive economic outcomes for businesses through collaboration with government, industry and businesses.

Paula built the multi-award winning, Australian Business Consulting & Solutions. She is experienced in commoditising business information and assisting individuals and industries to improve their marketing, international trade, safety, human resources and business improvement strategies.

With a background in marketing, branding and strategy, Paula has led significant national branding initiatives at both a corporate and product level

as well as implementing multi-channel Asia Pacific marketing strategies to increase market share and brand profiles.

Paula played a key role in building brand unity throughout the Australian Business Chambers. Paula established an innovation centre within NSW Business Chamber in addition to transforming the NSW Business Chamber's membership model.