

Jamie Worrall

HEAD OF MARKETING AND CLIENT DELIVERY

Jamie is an accomplished B2B digital strategist with a strong background in marketing, business operations, and sales transformation.

What sets her apart and where she truly adds value, is her ability to simply slot into existing teams and align stakeholder groups to steer a singular objective. Her digital agency background and marketing consulting experience working with growth-focused, dynamic ANZ B2B software, tech and professional service organisations have given her the skills to succeed in any business setting.

A BIT MORE BACKSTORY

Having experienced managing both agency-side and client-side marketing functions, Jamie brings a perfect blend of strategic, planning and implementation capability that enables Fabric to plug and play depending on where expertise is needed.

Jamie hails from B2B digital marketing agency Aamplify, which after 10 years was widely regarded in Australasia as a leading HubSpot Solutions Partner and full-service outsourced marketing partner to tech and professional services organisations. This experience has seen her lead core initiatives across marketing + operations from platform selection to systems and process implementation for cross-functional data-driven insights spanning marketing, sales and service. Throughout her time with Aamplify Jamie lead projects alongside Xero, WorkflowMax, Kordia, Deloitte, Certus Digital, IBM and Microsoft.

JAMIE'S WHY

“Brands who truly wish to monetise loyalty, will be those who understand that their brand has a voice, has a heartbeat, is spoken, practiced and developed both internally and at every point throughout the customer lifecycle. Once you’ve sold the dream, you must help your customer realise it”.

Jamie will focus her skills on program and project strategy and delivery. Her focus will be to always bring your customer into the frame and be driven by what they need next and when.

