



AMY BURTON-BRADLEY

Partner & Consulting Director

Marketing & business development expertise

Beyond winning bids, tenders and pitches Amy's successes extend across the marketing mix to:

- identifying and resolving gaps in firms' marketing effectiveness
- persuasive copywriting for attention-getting market communications and advertisements
- advising on pricing, scoping projects and alternative fee models
- client, market and industry research exercises
- designing and articulating new service offerings
- generating need recognition for services in both established and new, untapped markets
- implementing effective direct mail campaigns to stimulate business growth
- readying practices for sale or merger
- formulating and implementing practical initiatives to boost referrals
- coaching professionals to develop business and proposal interviews
- branding, rebranding, art direction and adding polish to firms' professional presentation
- preparing high ranking legal directory submissions
- developing and improving website effectiveness
- advising on maximising gains from social and digital media in the professional services context
- evaluating and leveraging sponsorship opportunities
- developing winning award submissions
- advising on event organisation and management
- media relations and responding to adverse publicity.

Sector & services knowledge

Amy's credentials span supporting diverse professional services and other services businesses including:

- law firms, lawyers and barristers around Australia and New Zealand
- accountants, actuaries, auditors and insolvency professionals
- insurance investigators, brokers and loss adjusters
- wealth management and financial services firms
- intellectual property and patent attorneys
- consulting engineers, building inspectors and project managers
- IT vendors and software as a service providers
- corporate governance and company secretaries
- valuers
- migration agents
- logistics and transport services
- business relocation professionals and facilities managers
- healthcare and rehabilitation services providers
- charities and not-for-profit organisations
- childcare centre operators
- hospitality sector players and restaurateurs.

Her research and writing skills were honed through her Bachelor of Arts (Australian History) and Diploma in Business (Marketing).

Prior to joining Julian Midwinter & Associates in 2007, she managed marketing at two successful commercial law firms and for Australia's largest engineering consultancy.