

Grey Joyner

gjoyner09@gmail.com | G16/39 Mentmore Ave, Rosebery NSW 2018 | 0421 381 654

PROFESSIONAL EXPERIENCE

LGBT+ Mentorship Program

Founder

Sydney, NSW
March 2020-present

- Founded and developed a global, online program to match LGBT+ mentees with mentors
- Launched initial trial involving 100 participants (60 mentees and 40 mentors) with strong feedback
- Created business plan to grow the program across the globe

The Gemba Group (sport and entertainment management consulting firm)

Senior Strategy Consultant

Sydney, NSW
June 2018-March 2020

- Responsible for leading consulting engagements, selling new business and managing one direct report

Selected client consulting casework:

- National Rugby League – digital and broadcast strategy
 - Worked hand in hand with the NRL's digital and broadcast teams over a nine-month period to develop the digital and broadcast strategies for the organisation
- The Singapore National Stadium – commercial strategy and market insights
 - Mined research data to identify key insights into the Singapore market
 - Led the creation of a detailed plan to grow the stadium's revenues across a variety of initiatives
- Australian Paralympic Committee – sponsorship valuation and strategy
 - Valued the APC's sponsorships and recommended opportunities to grow commercial revenue
 - Worked with senior leadership to develop the organisation's five-year strategy and vision

Woolworths Group

Senior Strategy Associate, Corporate Strategy Team

Sydney, NSW
August 2015-June 2018

- Managed strategy projects for Woolworths Digital
 - Led the creation of the B2B online strategy, resulting in 26% annual B2B sales growth (+\$35M)
 - Proposed, modeled and implemented changes to delivery fees
- Supported strategy for Woolworths Own Brands
 - Led review of own brand price strategy, suggesting and implementing \$70M of price reductions
- Chaired "Proud @ Woolworths" (LGBT+ inclusivity group)
 - Grew group from 98 to >1,500 members
 - Led events involving 2,500 retail stores & 200,000 employees
 - Took Woolworths from being unranked to top-15 in the ACON top LGBT employers in Aus.

McKinsey & Company

Business Analyst

Atlanta, GA
August 2013-August 2015

Selected client consulting casework:

- Distribution – merger management
 - Prepared client's HR and Workplace Safety functions for Fortune 50 merger
 - Worked with EVP- and SVP-level clients to develop new >500 employee org structure, create plan to capture >\$40M in merger-related synergies, and prepare for day one of merger
- Airlines – marketing & big data
 - Created plan for and sized \$20M opportunity through use of big data in analytical marketing
 - Developed model to analyse >100 customer segments and >350 million customer data points
- Media – market entry strategy
 - Built plan to release a new media product into market
 - Modelled financial estimations for product performance under different market scenarios
- Retail – value engineering
 - Led consumer insights work in \$100M value engineering savings
 - Developed regressions to review supplier pricing and derived customer importance of features

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PROFESSIONAL EXPERIENCE (CONT.)

The Scottish Parliament

Economics Research Intern

Edinburgh, UK

January-March 2012

- Sole responsibility for developing recommendations for changes in affordable housing policy
- Featured as the subject of a lead business article in the (Glasgow) *Sunday Herald*

Bank of America

Investment Management Summer Analyst

Charlotte, NC

June-August 2011

- Assessed mutual funds for the largest NC financial advising office & discussed strategy with fund managers

EDUCATION

Brown University

Bachelor of Arts in Applied Math and Economics

GPA: 4.0/4.0

Magna Cum Laude distinction (highest academic award)

Providence, RI

Class of 2013

- Year of coursework at University of Seville (Seville, Spain) & Humboldt University (Berlin, Germany)
- Captain, Brown Mock Trial; Proposal Mentor, Brown Investment Group; Executive Board Member, Habitat for Humanity Club

LANGUAGES AND INTERESTS

Languages: Spanish (highly proficient), German (proficient), French (basic)

Passions: mentoring LGBT+ youth, attending sports matches, writing short stories, travelling the globe (pre-Covid!)