



JOE BRITT

MARKETING MANAGER

Joe has joined us from a wide-ranging marketing career. Spending the majority of his working career in Automotive with Volkswagen Group Australia for six years.

Joe also spent time early on in his career working for various marketing agencies as an account manager where he focussed on digital advertising for large OEM's.

Over his six years at Volkswagen Joe held three positions. Digital Marketing Manager which meant he was responsible for the overall management and responsibility of all owned channels, management of digital media strategy and spend. This included SEM, SEO, display, programmatic advertising and retargeting activity. CRM Specialist where he championed a renewed lead generation strategy, re-development of the Volkswagen Owners Portal and optimisation of overall EDM communications, always on and trigger. Content Specialist is where he redesigned the print and digital magazine, optimised the brand content to use CRM data and insights to drive communications that were personalised to owners/prospects likes and needs.

This wide ranging career has equipped Joe to lead the Slattery marketing team on the various different projects.

Joe holds the following licenses and qualifications:

- › Bachelor of Business, Marketing

What do you think sets Slattery apart?

"Slattery is a genuine company with values that stem back to their family origins. Not only are they honest, loyal and respected their industry knowledge and forward thinking is second to none".

What makes good client service?

"Tailoring the service to a client's needs is crucial. Assuming they are similar to others is a mistake".

What are one of the aspects you love most about auctions?

"The excitement and positive energy on the floor is great fun".

What is your favourite pastime?

"Surfing, tennis and just spending time with family and friends".