



Naomi Cheeseman, Principal Consultant at Paryn, is a dedicated and driven marketing professional with a strong business development focus.

15 years of experience in sales and marketing has enabled Naomi to recognise how to apply marketing disciplines to truly support you, your sales team and your vision for your business.

Results

National Professional Services Firm

Increased transparency and accountability of the sales function by restructuring sales administration and reporting processes. This initiative illuminated hundreds of thousands of dollars of unclosed work in the sales pipeline and increased profit performance on existing jobs by segregating billable hours from new business development activity.

Multi-National Firm – Industrial Products

Worked collaboratively with senior executives and managers to secure product during a global supply crisis. Our work entailed the introduction of new sales and ordering disciplines and the restructuring of key accounts. This supplier emerged from the challenge as the foremost supply partner to core mining clients throughout Australia

SME – Serviced Offices

Brought this new business to market via e-marketing and radio advertising. The business was running at 75% capacity less than six months post launch.

Key Skills

- Strategic Business Development
- Market Research and Analysis
- Business Process Management
- Relationship Management
- Collaborative Problem Solving

Industry Experience

- Media Corporations
- Professional Services
- Mining and Resources
- Distribution and Supply Chain
- Small to Medium Enterprise

Our approach involves three core functions:

Informing your decisions

- Market Research
- Analytics & Reports
- Marketing Plans

Enabling your team

- Process Mapping
- Lead Scoring
- Social Selling
- Sales Administration

Implementing your vision

- Communications
- Roll out & Training
- Monitoring & Evaluating
- Performance Measurement
- Continuous Improvement

Education & Qualifications

- Master of Business Administration – Deakin University
- Bachelor of Commerce (Marketing) – University of Western Sydney

Contact Information

Naomi Cheeseman
PRINCIPAL CONSULTANT

0417 662 388
naomi@paryn.com.au
paryn.com.au