



## CORPORATE PROFILE

### WHAT IS TANDEMVOX?

We are a consulting firm specialising in developing and implementing strategies and projects for organisations who understand the importance of strong, genuine & ethical relationships with their stakeholders and communities. Clients include government, industry and not for profit organisations with complex issues and multiple stakeholders.

### WHAT DO WE DO?

The idea of the name tandemVox (*tandem*/shared and *vox*/voice) was to demonstrate quite literally our strategic method and outcome. tandemVox wants to help organizations

- ✓ Find their purpose;
- ✓ Understand their key relationships;
- ✓ Engage with like-minded stakeholders and communities; and
- ✓ Effectively and efficiently progress shared outcomes.

### WHY DO WE DO IT?

Our ability as human beings in organisations and communities to influence change, forge partnerships, solve problems and collaborate is at the heart of tandemVox. We have strategies and methods that help unlock the potential of your organisational relationships and work towards mutual benefit and shared voice.

### KEY SERVICE OFFERING

tandemVox brings decades of experience and a broad range of skills to work on your project, communication, policy and organisational challenges. tandemVox is delivers project concepts, project and campaign management, government relations, communication and stakeholder engagement strategy and advice.

tandemVox offers services in three key areas:

- Advice – when you need guidance on a complex issue or project;
- Strategy – when you need a clear approach to defining strategy that supports your organisational plans and key relationships; and
- Projects – when you need a fresh approach to a campaign or a special project that needs specialists who can provide an external perspective.

Drop us a line - [hello@tandemvox.com.au](mailto:hello@tandemvox.com.au)

### MEET OUR TEAM

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**tandemVox**

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*Jennifer Cromarty is supported by her Operations Manager Robert Menaul and a range of specialist contractors in creative, organisational design, digital media, analysis and research.*

## **Jennifer Cromarty, Managing Director**

With extensive networks and deep experience in driving collaborative outcomes for the community, Jennifer is committed to working with government, industry and community for inclusive social and economic outcomes.

From 2019 - 2022, Jennifer was the CEO of the Committee for Geelong where she led advocacy and policy priorities on behalf of members. During her tenure she produced the publication of several research reports in partnership with Deakin University which have been recognised and embedded into government policy thinking:

2019 – Australia’s Gateway Cities – Gateways to Growth report

2020 – Resilient Geelong - Reasons for success and challenges for a post-COVID-19 future



Jennifer’s career has included significant policy and program development for local, State and Federal governments and has supported commercial and not for profit organisations in strategic government relations, policy development and project management. This included a stint as the Deputy Executive Director for the Australian Retailers Association and as a Director at Socom.

In 2015, Jennifer founded not for profit, Creative Geelong Inc with the aim to promote and support the local creative industries sector. She is a Board Director of The Gordon and is a member of the Victorian Government’s Barwon Regional Partnership. Until late 2022, Jennifer was the Chair of Regional Leadership/VRCLP Secretariat which oversees the management of nine regional community leadership programs across the state. She also writes a twice monthly opinion piece for the Geelong Advertiser.

Jennifer holds a Bachelor of Arts (Public Relations) with Distinction from RMIT University and was elevated by her peers to be a Fellow of the Public Relations Institute of Australia in 2013. In 2015 she completed the Australian Institute of Company Directors (AICD) Company Directors Course. She also takes time in her week to paint, sketch and wrangle her garden.

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### ***Robert Menaul, Operations Manager***

Robert is a proven analyst and ICT systems professional with an extensive track record of highly successful strategic and operational ICT deliverables in the commercial and not-for-profits sectors.

Having several management positions within organisations in the medical and professional service industries as well as operating an ICT consultancy firm, Robert is adept at building productive relationships and strengthening rapport with a diverse set of individuals.



Robert has solid experience in managing the operations of organisations through leadership and the ability to de-mystify technology and leverage its investment.

His expertise lies in data analysis and reporting, strategic planning, systems design, ICT troubleshooting, and public speaking.

His role at tandemVox is all things IT, finance and general good guy. Robert holds a Bachelor of Science (Business Administration) from The University of Texas at Austin and holds a keen interest in all things technology and TexMex cooking.

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