

HELEN MARX

Co-Founder, Mentor Academy

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Strategist and operator across five industries in twenty years. Enters a business without the credential of having grown up in it, and builds the systems, brand, and culture that let it scale.

EXPERIENCE

Co-Founder

Mentor Academy · Australia · April 2025 to Present

- Co-founded Mentor Academy to close the access gap in the creative industries: direct pathways into mentorship and masterclasses for upcoming and mid-tier creatives, and multiple revenue streams for industry experts, addressing what baseline research shows is an industry where too many careers are not commercially sustainable long term.
- Built the website and education platform hosting Masterclasses, multi-week coaching frameworks, 1:1 mentoring and full resource kits, developed in consultation with founding mentors to shape which products the market actually needed.
- Developed the brand and visual identity end to end and rolled out the launch assets for a 250-strong industry launch event in Sydney.

Board Positions Held: Next Up Music Awards (2026)

Chief Executive Officer

Temple Medical & Scientific · Australia · April 2025 to Present

- Overseeing national commercial strategy through technology adoption, brand portfolio growth, onboarding, marketing, and paperless warehousing, logistics, and service.
- Headed the integration of Microsoft Teams, SharePoint, Business Central and connected systems, reducing five disparate systems to one end-to-end stack and automating administrative processing inside twelve months.

Board Positions Held: Temple Medical & Scientific (2025 to 2026)

Chief Commercial Officer / CMI Music & Audio Interim-CEO

Australis Music Group · CMI Music & Audio · BHSS · Australia Wide · February 2022 to February 2025

- Overseeing the objectives and implementation of all commercial strategy at a national level, with a focus on technology, marketing and operations through to backline hire, warehousing and service, for a future proofed distribution business.
- Facilitating efficiencies and processes to improve inter-team collaboration and consistently excellent levels of service for the Australis and CMI customer base and valued international brand partners, driving growth and financial targets across the cumulative business.
- Created and continually augmented Sales & Marketing Dealer Programs to deliver consistent year on year sales growth through improved brand visibility, customer integration, co-op marketing funds, enhanced technology offerings and detailed reporting at brand, category and price group level.
- Drove enhanced reporting and dashboarding logic for confident internal decision making across supply, forecasting, service costings, operational efficiencies and sales.
- Developed a high performing team through an uplifting culture focused on results, removing obstacles and working cohesively across categories and holistically.
- Added another 22 brands and expanded the Marketing team function with product specialists, whilst maintaining the end consumer marketing pathway Noisegate for content production.

Board Positions Held: Australian Music Association (2021 to 2024)

Chief Information Officer

Australis Music Group · BHSS · Sydney, Australia · July 2015 to February 2022

- Set strategic technology and marketing direction, aligning infrastructure with the organisation's short and long-term goals.
- Set marketing strategy across 28 wholesale brands and 5 proprietary brands, building event plans, web presence and a B2B platform.
- Reduced OPEX from 32.9% to 23.6% over 8 years through understanding, simplifying and automating operations, servicing and logistics.
- Built and continually developed a first rate, internationally recognised internal marketing team of designers, social media and digital experts, delivering marketing results for 50+ brands across musical instruments, audio technology, professional audio and audio integration verticals on a 2% budget. Consistently outperforming, and recognised by brands globally as a leading, intuitive partner for events and digital campaigns.

Board Positions Held: Australian Music Association (2021 to 2024) · Abbey Road Institute Course Quality Board (2021 to 2022)

National Manager of Carrier Relations

FirstPath Australia · Sydney, Australia · July 2014

- Implemented efficient processes across a privately funded Tier-1 wholesale telco, including Microsoft CRM scoping, development, training and change management.
- Rebuilt partner channel communication and brand awareness through a redeveloped Partner Portal and targeted market strategies.

NSW Sales & Marketing Manager / NZ Business Development Manager

Enprise Solutions Group · Sydney, Australia & Auckland, New Zealand · November 2009 to November 2014

- Expanded the new Enprise Australian business with sales of integrated solutions built around MYOB EXO and Microsoft CRM.
- Managed projects from scoping through delivery, including solution design, pilot testing, change management and training, supporting sites through go-live and beyond.
- Built brand presence in market through word of mouth, referral programs, and case studies.

Channel Manager · Trade Marketing & Communications Coordinator · Marketing Assistant

Fujifilm · Auckland, New Zealand · October 2005 to October 2009

- Ran the New Zealand-wide consumer promotion that delivered the country's highest market share ever achieved, the first time Fujifilm held #1 status in any country globally.
- Led trade marketing, communications strategy and website development across Electronic Imaging, Print, Film and Motion Picture categories.

EDUCATION

Bachelor of Business, Marketing & Management

Auckland University of Technology, Auckland, New Zealand · 2004 to 2007

Key Person of Influence Accelerator

Dent Global · June 2026 to Current

AI Skill and Module Development Hub

AI Her Way · June 2026 to Current

PROFESSIONAL SKILLS

Strategic Planning & Implementation • Process Improvement & Future Proofing • Change & Risk Management • Digital Analytics: SQL & Power BI • Brand Acquisition & Growth Strategies • Marketing Strategy & Creative Team Management • Program Management: ERP, CRM, Job Costing • Leadership