

Anthea is a continual improver, a seeker of better, and a believer of greater good. She applies her combination of curiosity and care to help clients find useful, meaningful and effective ways of delivering on their business ambition in partnership with their own people. Anthea's strategic focus combined with her empathetic client service and meticulous attention to detail continue to win her high praise from clients.

Before joining United Minds, Anthea led Ogilvy's employee engagement specialty, where she partnered with colleagues to help clients with brand-led change. Through this lens, Anthea has helped clients successfully navigate cultural change, M&As and spins, process improvements, enhanced employee experiences, business transformations, internal crises and shifts in leadership. Over the last 15+ years, Anthea has worked with leading organizations including IBM, Unilever, American Express, UPS, DuPont, GE Capital, AXA, Allianz, IHG, Bayer, BMS, Merck and more.

In her early career, Anthea was an account executive at a multinational advertising agency. While enduring that particularly difficult workplace, Anthea soon realized she'd rather spend her days on making work better for others. This sparked a new passion for enhancing employee experiences through purpose-driven brands and values-driven culture shifts.

Anthea graduated with honors for her BA in business and communication from the Queensland University of Technology in Australia, and was awarded one of only two scholarships offered by the Advertising Federation of Australia.