

## FITT's 2016 International Women's Day Event Series

### **Sue Bailey, Vice President, Future of Yes, Optus**



Sue Bailey is the Vice President, Future of Yes. She is responsible for Program Spring, a three-year program that will see Optus consolidate and streamline billing and customer care systems to simplify products and processes for customers and staff alike.

From February 2014 to March 2015, Sue was responsible for Optus fixed phone and broadband services, including the National Broadband Network, for Consumer and Small and Medium Business customers.

Sue has extensive experience within the telecommunications industry with over 20 years' working across mobile, brand and marketing. She began her career in telecommunications in customer service before working in a variety of positions at Telstra, including strategic marketing, product management, advertising and operational roles.

Sue has held a number of roles with Virgin Mobile in Australia and USA, ranging from Product Marketing Director to CEO for Virgin Mobile Australia. Her time in the role of CEO, from 2010 until 2013, included the internationally successful campaign fronted by Doug Pitt. The campaign received several awards including three silver Cannes Lions.

Sue holds a Graduate Diploma in Marketing with Distinction, from Royal Melbourne Institute of Technology.