

Xavier Poynton

MBA-qualified commercial marketing leader with over a decade of experience driving growth across ANZ and APAC markets. Expert in stakeholder engagement, brand strategy and go-to-market execution.

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LEARN MORE

10+ YEARS EXPERIENCE ANZ / APAC MARKET COVERAGE MBA RMIT UNIVERSITY CPM CERTIFIED PRACTISING MARKETER

10+ Years in Marketing Leadership ANZ & APAC Market Experience MBA RMIT University CPM Australian Marketing Institute Meta Digital Marketing Associate

ABOUT XAVIER

Commercial thinking. Strategic execution.

Xavier Poynton is a commercially-driven marketing and communications professional with an MBA from RMIT University and over a decade of hands-on experience across ANZ and APAC markets. He has built his career at the intersection of brand strategy, stakeholder engagement and go-to-market execution.

Most recently serving as National Marketing Manager (Internal Communications & Media) at Velcro Australia, Xavier led integrated marketing programmes that delivered double-digit category growth across consumer, industrial and OEM channels. His approach combines data-driven insight with clear commercial thinking to build campaigns that move markets.

Xavier is a Certified Practising Marketer (Australian Marketing Institute) and a Meta Digital Marketing Associate. He is based in Melbourne and open to senior leadership roles and strategic advisory engagements across Australia.

MBA – RMIT UNIVERSITY CERTIFIED PRACTISING MARKETER
META DIGITAL MARKETING ASSOCIATE MELBOURNE, VIC

LINKEDIN PROFILE CONTACT

CORE COMPETENCIES

- Commercial Strategy Translation Integrated Marketing Leadership Stakeholder Engagement Brand & Category Management
- Go-to-Market Execution Digital & Media Strategy Cross-functional Alignment P&L & ROI Management Product Lifecycle Management
- Internal Communications

CAREER HISTORY

A decade of commercial marketing leadership.

2015 – 2026

Velcro Australia Pty Ltd
Pakenham, VIC

National Marketing Manager

Internal Communications & Media – APAC

- Delivered double-digit category growth across consumer, industrial and OEM channels in AU/NZ by pairing on-the-ground market intelligence with clear product and channel strategies.
- Managed the full product journey from pricing and packaging through to compliance and performance, ensuring cross-functional alignment via executive briefings and integrated media strategies.
- Built go-to-market plans, trade promotions and ministerial-coordination-style stakeholder engagements that enhanced retailer performance and B2B adoption.
- Partnered with engineering and global stakeholders on standards-aligned solutions, delivering parliamentary-obligations-level accuracy in regulatory communications.

2012 – 2014

Kärcher Pty Ltd
Scoresby, VIC

Product Manager

Cleaning Ranges – ANZ

- Achieved revenue and market share targets for cleaning ranges across AU/NZ through disciplined go-to-market strategies with clear audience messaging and channel plans.
- Managed full product lifecycle from research through to end-of-life, incorporating executive briefings and client-focused communications.
- Owined performance dashboards, ROI reporting, competitor reviews and customer feedback mechanisms to provide leadership with data-driven visibility.
- Drove buyer uptake and sell-through by crafting product messaging across EDMs, digital, paid media, in-store collateral and tailored promotions.

EDUCATION & CREDENTIALS

- Master of Business Administration RMIT University Bachelor of Business (Marketing) Victoria University Advanced Diploma in Business Advertising RMIT University
- Certified Practising Marketer Australian Marketing Institute Digital Marketing Associate Meta Salesperson of the Year News Corporation

CORE CAPABILITIES

Where strategy meets execution.

Commercial Strategy

Translating business objectives into clear, prioritised marketing and go-to-market plans that unlock revenue, expand margin pools and strengthen competitive position.

Communications & Media

Developing integrated communications strategies – from internal alignment to external media – that build brand authority and drive stakeholder confidence.

Stakeholder Engagement

Building and managing relationships with retail partners, government bodies, industry groups and internal leadership teams to align interests and deliver outcomes.

Brand & Marketing Leadership

Leading end-to-end brand strategy and integrated campaigns – digital and offline – with disciplined performance reviews and ROI-focused reporting.

Go-to-Market Execution

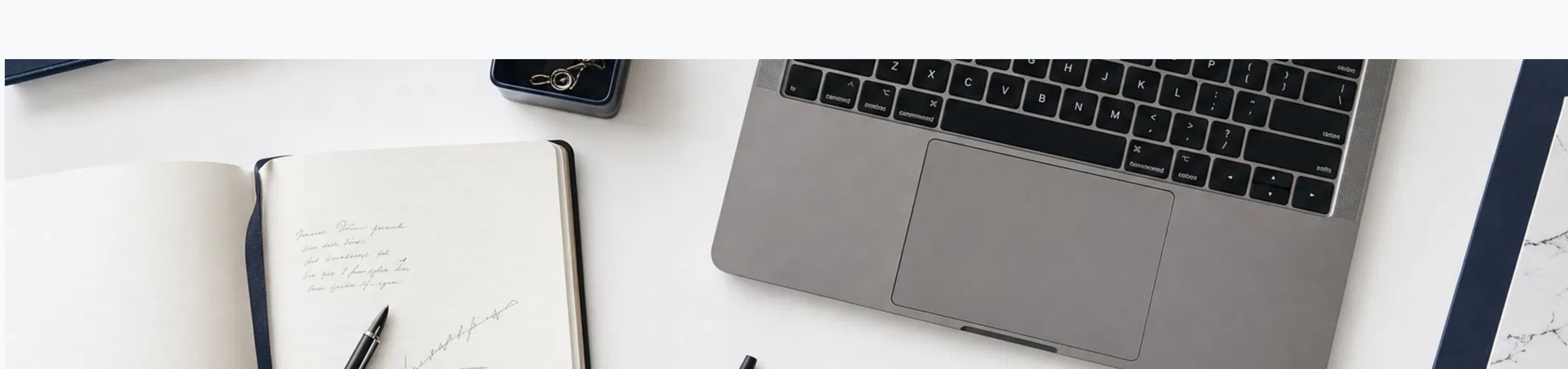
Designing and executing product launches, channel strategies and promotional programmes across ANZ and APAC markets with measurable commercial outcomes.

Strategic Advisory

Providing independent advisory support to organisations navigating brand repositioning, communications challenges, market entry or stakeholder complexity.

SELECTED WORK

Projects & achievements that delivered results.



BRAND STRATEGY

Velcro Australia – National Category Growth

Led integrated marketing strategy across consumer, industrial and OEM channels, achieving double-digit category growth in AU/NZ. Developed go-to-market plans, pricing strategies and channel communications that strengthened brand presence at retail and in B2B markets.

- Double-digit revenue growth Expanded retail shelf presence
- Strengthened B2B adoption

STAKEHOLDER COMMUNICATIONS

Regulatory & Government Engagement

Managed ministerial-coordination-style stakeholder engagements and parliamentary-obligations-level regulatory communications for product compliance across ANZ. Partnered with engineering and global teams to deliver accurate, timely communications to government and industry bodies.

- Regulatory compliance achieved Government stakeholder alignment
- Cross-functional coordination

GO-TO-MARKET

Kärcher ANZ – Product Portfolio Launch

Developed and executed go-to-market strategies for planning product ranges across AU/NZ, including audience messaging, channel plans and performance reporting. Managed full product lifecycle from research through to end-of-life with executive-level briefings.

- Revenue & share targets met On-time product launches
- Improved portfolio efficiency

DIGITAL & MEDIA

Integrated Digital Campaign Management

Designed and executed integrated digital and offline campaigns including EDMs, paid media, social content and in-store collateral. Applied Meta digital marketing expertise to drive conversion, build brand awareness and improve campaign ROI across multiple channels.

- Increased conversion rates Improved campaign ROI
- Multi-channel integration

GET IN TOUCH

Open to senior roles and advisory engagements.

Whether you are a recruiter, hiring manager or organisation seeking strategic marketing and communications expertise, I welcome the conversation.

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YOUR NAME Jane Smith EMAIL ADDRESS jane@company.com

SUBJECT Senior Marketing Role / Advisory Enquiry

MESSAGE
Please introduce yourself and describe the opportunity or enquiry.

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