

MARKETING & COMMUNICATIONS LEADER

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.

GET IN TOUCH

LEARN MORE

10+

YEARS EXPERIENCE

ANZ / APAC

MARKET COVERAGE

MBA

RMIT UNIVERSITY

CPM

CERTIFIED PRACTISING MARKETER

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

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.

- ✔ Owned 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

 <p>Master of Business Administration RMIT University</p>	 <p>Bachelor of Business (Marketing) Victoria University</p>	 <p>Advanced Diploma in Business Advertising RMIT University</p>
 <p>Certified Practising Marketer Xavier</p>	 <p>Digital Marketing Associate Meta</p>	 <p>Salesperson of the Year New Corporation</p>

Poynton
MARKETING
&
ADVISORY

About

Experience

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GET IN TOUCH

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.

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

Kürschner ANZ — Product

DIGITAL & MEDIA

Integrated Digital Campaign

Kärcher ANZ — Product

Portfolio Launch

Developed and executed go-to-market strategies for cleaning 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

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.

YOUR NAME

Jane Smit

EMAIL
ADDRESS

jane@cor

SUBJECT


Senior Marketing Role / Adv


MESSAGE

Please introduce yourself and describe the opportunity or enquiry...

SEND MESSAGE

 EMAIL
xavier@xavierpoynton.com.au

 PHONE
0401 629 305

 LOCATION
Ascot Vale, VIC — Melbourne

 LINKEDIN
linkedin.com/in/xavier-poynton

Xavier Poynton

MARKETING & COMMUNICATIONS
ADVISORY

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