INTELLIGENCE · COMMERCIALISATION · CONNECTION

Andrea Anderson



Head of Business Commercialisation & Intelligence

YOUR MARKETING MACHINES

Helping businesses validate their next move, gain clarity, confidence and certainty to commercialise the right opportunities.

EXPERIENCE 25+ years business ownership

REACH New Zealand · Australia · ASEAN · China · USA

BNI Proud BNI member in Brisbane, Australia since 2021

BNI®

MY STORY

Marketing taught me how businesses go-to market.

Decision intelligence taught me how to determine whether they should.

Commercialisation is now about helping the right opportunities get there.

My Purpose

Impact positive change on a massive scale — without being reliant solely on me.

We can attempt to change the world as one single individual. Or we can find ways to work together. I seek collaborations, partnerships and scalable opportunities that allow ideas, knowledge and commercial solutions to create impact far beyond my individual capacity.

My Achievements

PROFESSIONAL

- Established a global mentoring program connecting mentees and mentors through LinkedIn
- On-stage speaker to an audience of 1,000
- Lunch with entrepreneurs including Robert Kiyosaki, Allan Pease, Dr John Demartini, Sir Richard Branson, Andy Harrington, Les Brown, Mal Emery and Mike Handcock
- Part of BNI's Guinness World Record for the most people attending a business speed-networking event

How I Work

I practise what I preach — from market intelligence and research through to planning, strategy and commercial execution.

The same disciplines I recommend to clients are the ones I use in my own businesses and commercial projects.

Selected Credentials & Networks

- Federally approved Digital Marketing Advisor under ASBAS
- NZTE Beachhead Advisor Australia
- Queensland Government Mentoring for Growth (M4G) Business Mentor
- Member of Global Circle of Excellence Business Group
- BA Psychology · BBS Human Resource Management

INTERESTS

Travel · genealogy · cooking & baking · health & fitness · animals · gardening · sunsets with a drink in hand

PERSONAL

- Sang for my supper to Sir Richard Branson after arriving late to dinner
- Taught Les Brown how to hongi
- Ran a marathon through a game reserve in South Africa
- Paraglided from Grouse Mountain, Vancouver
- Watched sunrises and sunsets around the world — Venice, Cape Town, Auckland, Alaska, Bend Oregon, Santorini, and every day in Brisbane

A WARNING!

Warm delivery. Straight answers. Commercial logic.

"Andrea is direct, straight-up and will challenge your thinking — not because she doesn't believe you, but because she believes in you. She doesn't hold back, but there is always sound logic, empathy and experience behind her words."

WHERE ANDREA IS GOING

The Next Chapter

Growth · Opportunity · Connection

WHAT I'M BUILDING & GOALS

BizMo™ Commercialisation

Equip 1,000 consultants globally with decision-intelligence tools that help clients validate opportunities before investing.

International BNI Strategic Relationships

Build meaningful relationships that create commercial opportunities, collaborations and market access.

PHEW! Personal Hygiene Empowering Women

Launch PHEW personal hygiene products initially into the Philippines market through e-commerce relationships, with future expansion across ASEAN.

Revenue Growth & Sharing

Generate $200,000 TYFCB received and $200,000 TYFCB given, supporting fellow BNI members locally, nationally and globally.

WHO I WANT TO MEET

Best introduction — a founder, consultant or business leader facing a high-stakes growth decision, entering a new market, or unsure whether an opportunity is commercially viable.

BUSINESS CONSULTANTS

SME advisers interested in:

- Better decision-making tools
- Commercialisation support
- BizMo™ licensing
- Affiliate opportunities

BIOTECH / MEDICAL FOUNDERS

Founders and healthcare businesses considering expansion to ASEAN or US markets.

INTERNATIONAL EXPANSION

Businesses seeking:

- Market intelligence
- Validation
- Market-entry support
- Commercialisation pathways beyond their home market

Andrea has active business and advisory involvement across Australia, the Philippines/ASEAN, China and international markets, spanning decision intelligence, healthcare market expansion, product commercialisation and manufacturing.

Australia — Philippines / ASEAN — China — New Zealand / South Pacific

PERSONAL GOALS

Travel + Work

Build a life where international travel and business work together.

Qantas

Achieve Platinum Status, having reached Gold this year.

Family Ancestry

Complete the Anderson genealogy book — currently five generations back.

Financial Freedom

Pay off my apartment mortgage and become debt free.

WHAT I'M PROUD OF

"Building a company grounded in trust, respect and transparency — one that helps people build confidence in themselves, their decisions and their growth."

Andrea Anderson
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