

# **Anne Miles**

**General Manager at The DMC Initiative**

Sydney Area, Australia, NSW, AU

General Manager at The DMC Initiative

---

## **Biography**

I'm all about good ideas getting made. I believe that there is no shortage of good ideas out there but the real value is in how to get them to see the light of day. I'm passionate about the process behind getting good ideas over the line and intact as they go on air. I am passionate about collaborative workplaces and getting the right formula of 'magic' in the process that ends up on screen as the tangible creative product. A big part of my focus is on getting the left brain and right brain working together. I realise I have massive experience across the advertising, film, VFX, and marketing industries but I certainly don't stand still. Having been the first agency producer to bring film production in-house at J.Walter Thompson, to have the first in-house editing at Grey Worldwide and to be one of the first to explore digital formats I've always been keen on reinventing and getting work produced that otherwise wouldn't. I have a number of talks related to the concept of 'Working for the Idea'. See [www.annemiles.com.au](http://www.annemiles.com.au) for more inspiration.

---

## **Availability**

Keynote, Panelist, Workshop, Corporate Training

---

## **Industry Expertise**

Advertising/Marketing

---

## **Areas of Expertise**

Creative Leadership, Tv Production, Creativity

---

## **Affiliations**

creative leadership, Network: Commercial Ideas Network. Join me if you want to have more conversation about creativity, and getting the best ideas out there.

---

## **Sample Talks**

### **Working for the Idea**

I've talked on what it takes to get good ideas made, although don't have a standard presentation. I have many years experience in getting good work produced and love sharing the insights to help others. I have discussed some case studies and broken down the factors that allow a good idea to get over the line and to keep its integrity right to the end of the project.

---

## **Education**

**The Coaching Institute**  
Cert IV Life Coaching

**Korumburra High School**  
HSC Higher School Certificate

**Thinque**  
NLP Practitioner Certificate NLP

**Adschool**  
Creativity Workshop

**RMIT University**  
Business Studies: Advertising & PR Advertising

**The Coaching Institute**  
Cert IV Business Coaching Business Coaching

**The Coaching Institute**  
Cert IV Executive Coach Coaching

**Neuro-Linguistics Practitioner**  
Certificate Neuro-Linguistics

---

## **Accomplishments**

### **Advanced Life Coach**

Advanced Life Coach training which was intended to assist my son with Asperger Syndrome to overcome his difficulties and to fit in with others and be happier. He has gone on from nearly being expelled from school to school vice captain in just 3 years.

---

## **Testimonials**

### **Judith Whitfield**

Anne was a fascinating person to listen to. Her experience in the industry and in a multitude of situations provides a wealth of anecdotes to share. And when paired with her sense of humour and level of communication, it makes for a very entertaining hour! Would recommend her as a motivational speaker to anyone.

**Jonathan Samengo**

Anne Miles' all-staff workshop was really valuable. She really helped us see our client's world from their point of view and we now have a clear strategy in how to work with two of our biggest.

---

[Please click here to view the full profile.](#)

This profile was created by [Expertfile](#).