

## Dr Shane G Moon MBA



Dr Shane Moon's career is a true dichotomy split over the last 20 years half as a practicing psychologist and the second as a full time marketing, research and business consultant.

His early days saw him as a neuroscientist researching brain neurotransmitters and their effect on sporting performances; a Sports Psychologist at the National Sport Centre in Calgary Canada working with Olympic team athletes; and a performance consultant to leading corporations in the Oil & Gas industry. Following all that he packed up and came to Australia and worked as a Forensic Psychologist in the maximum security prison system profiling and assessing violent offenders and serial sex offenders.; and then as a clinical psychologist working with individuals suffering from a range of personality disorders and psychotic related disorders.

About the last 10 years after leaving his clinical work, Dr Moon once again focused on helping good businesses become great businesses. In this capacity he has used his knowledge and expertise to consult in market research and marketing/brand strategy development including employer branding; business strategy development; market analysis and innovation processes.

Holding three separate degrees in psychology and masters of business in strategic entrepreneurial management, Shane has extensive experience in strategic marketing and business consulting across a diverse range of industries including FMCG, manufacturing & agriculture, pharmaceutical, telecommunications, and financial services.

His expertise in understanding markets and consumer behaviours has seen him involved in managing high level market segmentation studies, consumer profiling projects and strategic brand & market management projects on both the client and agency sides always ensuring strong commercial applications of his findings.

Some of the Organisations Shane has worked with:

