

CV - MRS JILL HENRY, CEO Sarawak Convention Bureau



Jill is an internationally recognised industry leader with a formidable track record in destination marketing and convention bidding. Jill started to work with the Perth Convention Bureau in 1988 and built up her career steadily in her last position as General Manager of the Perth Convention Bureau in Western Australia, whereby she was directly responsible for securing the International Congress and Convention Association's Best Marketing Award a record two times.

As the Bureau's inaugural CEO, since May 2006 her top priority is establishing a team approach to bring clients, tourism and convention industry suppliers and government together to win bids and stage successful conventions. Jill is an enthusiastic nature lover and spends her spare time exploring many of Sarawak's relatively undiscovered natural attractions.

Jill's Corporate and personal values:

Integrity:

To create an effective and positive working environment where people can excel at what they do.

Commitment:

To deliver results and set a strategic framework for success.
To lead by example and communicate openly and honestly with all parties.

Creativity:

To be innovative and dare to be different.