



Kammeron (Kamm) Cran

Senior Associate

Business Development Advisor
Facilitator

With extensive corporate experience in consumer sales and marketing within the media sector, Kamm is recognized as a skilled executive leader known for effectively leading large teams and driving transformative initiatives. Her expertise includes a solid understanding of commercial dynamics, talent nurturing, and the importance of stakeholder relationships. She combines strategic thinking with a hands-on approach to drive growth.

Kamm brings her standout ability to connect with people to her work as a coach and facilitator. Acknowledged for her empathetic approach and quick rapport-building skills, she excels at empowering leaders and teams to make significant shifts in their ways of thinking, compelling them to take action. This improves performance, engagement, and overall outcomes. By fostering a proactive mindset that encourages tackling challenges head-on and navigating complexity with confidence, Kamm creates environments where people feel supported and encouraged to own their strengths and stretch out of their comfort zones.

As a lifelong learner, Kamm has achieved notable milestones in her career, completing leadership programs at institutions such as the Australian Graduate School of Management and the Melbourne Business School.

Her commitment to excellence is evident through her participation in News Corp's Leadership Development Program and being awarded a scholarship to The Marketing Academy in 2018. Currently, she serves as a respected member of the Coaching Faculty at The Marketing Academy Australia, leveraging her experience to mentor the next generation of industry leaders.

Qualifications and Accreditations

- Certified Executive, Organisational & Team Coach (IECL)
- Member of the International Coach Federation (ICF)
- Certified Leadership Circle Profile facilitator (TLC)
- Certified 4 Stages of Psychological Safety trainer (Leader Factor)
- Resilience Coach (Driven CReC)
- Graduate Diploma, PR & Communications (RMIT)
- Bachelor of Humanities (La Trobe University)