

FINALIST

LLEW JURY

Reload Media
DIGITAL MARKETING

Age: 37
Business Est: 2006
Staff: 45
Growth: 104 per cent
Turnover: \$2.2 million

Expansion into overseas markets has driven growth at Reload Media by 104 per cent, according to company founder Llew Jury.

WITH forecast revenues in FY12 of \$4.5 million Reload Media is benefitting from its presence in the UK, India and New Zealand.

"We're currently servicing more than 400 clients internationally, have our head office in Milton and offices in Auckland, India and London's Regent Street that are going well," says Jury.

"Our UK office began in the doldrums, but with the continued growth of digital marketing, there's been a lot of movement in terms of the uptake and upswing of our services.

"It's the same story with our office in New Zealand, which is only 10-months-old. Our international offices have allowed us to win new clients and increased work on an international scale."

Jury sold his previous business Alfresco Design in 2006 for more than \$1 million before founding Reload Media.

"I started Reload Media under my house in Indooroopilly with \$500 and it wasn't difficult because people were moving towards digital marketing anyway," he says.

"We're currently moving into social media marketing and strategy, which a lot of our customers want and although traditional marketing tools will always be valuable, more and more people are utilising online media in addition to the traditional marketing tools."

He says one of the biggest challenges facing his company is hiring the best and brightest staff to cope with growth.

"My motto to hiring staff is to employ people that are better than you at the job and we've been lucky with our 45 staff because they're all high quality," says Jury.

"We've received numerous 'employer of the year' accolades and that's due to our



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corporate culture. The average age of our staff is 24 and we provide autonomous and flexible working conditions.

"We have a games room with pool tables, Xbox's, bean bags, everyone has an iPhone and we have a flat management structure. I believe this type of work structure has helped us retain the best staff."

Jury says keeping international staff

connected is the key to creating a virtual team across borders.

"We have international account managers based in Brisbane that support the staff in our international offices, so they're always connecting throughout the day with Skype to exchange industry knowledge – we're one big unit, as opposed to individual countries," he says.