



Taryn Williams

TECH FOUNDER & CEO | DIGITAL INFLUENCER
MODEL | BOARD DIRECTOR | AMBASSADOR

www.tarynwilliams.com.au

Biography

Taryn Williams is the smart, vivacious and magnetically personable CEO & Founder of theright.fit and WINK Models. With over fifteen years experience in the world of modelling, advertising and media, Taryn has proven herself to be a game changer and one not shy to press the disrupt button.

Taryn is one of Australia's most prolific entrepreneurs in the tech start-up and media industries. She launched theright.fit in 2016, a two-sided marketplace for creative talent, making it easy, efficient and cost effective for brands to book campaigns, from TVCs, print campaigns, events and social media executions. theright.fit has over 6,500 talent on the platform and guarantees payment for all of them within 48 hours.

Taryn's involvement in the industry goes back to when she was fifteen and scouted as a model. She started her first business, WINK Models, at the age of 21 with \$30,000 in savings, a response to the inefficiencies in working conditions for models and the lack of flexibility and quality service offered to clients. Ten years later, the agency has flourished into a national business, named in Anthill's Top 100 Cool companies, and represents over 650 talent with turnover in the millions. Taryn has handed over the day-to-day management of WINK so she can dedicate her focus and energy to the growth of theright.fit and her personal brand collaborations.

Taryn is a regular commentator on the tech industry, entrepreneurialism and business and sits on the Boards of Tech Sydney and the Digital + Technology Collective (formerly AIMIA). She has achieved numerous award recognitions, including being named a Finalist in the B&T Hot 30 under 30, B&T Women in Media, SmartCompany 30 under 30, Australian Institute of Management and Women's Agenda Emerging Entrepreneur of the Year.



Notable Achievements

- 👤 WINK Models: multimillion dollar business, celebrates 10 years in 2017.
- 👤 theright.fit: raises capital with Airtree Ventures.
- 👤 Board Director: Tech Sydney and Digital + Technology Collective.
- 👤 B&T Women in Media Tech Award.
- 👤 Institute of Managers and Leaders Entrepreneur finalist.
- 👤 B&T Hot 30 under 30.
- 👤 Women's Agenda Emerging Entrepreneur of the Year finalist.
- 👤 B&T Women in Media Entrepreneur of the Year finalist.
- 👤 Anthill Top 100 Cool Companies.

Speaking Topics

- 👤 The personal journey of an entrepreneur: the truth as nobody tells it.
- 👤 Disrupt or be disrupted: why this entrepreneur chose to disrupt her own industry.
- 👤 How to find, secure and maximise the advice of a mentor.
- 👤 Why no is not an option: self-belief, overcoming adversity and being an industry leader.
- 👤 Advice for non-tech founders wanting to start a tech business.

Available For

- 👤 Brand Collaborations
- 👤 Media Interviews
- 👤 Panel Sessions
- 👤 Keynote Speaking

Taryn travels from Sydney and is available both within Australia and abroad.





Editorial Content

As a leading female entrepreneur and woman in the tech industry, Taryn is available to produce editorial content



Ambassadorships

Taryn's extensive network means brands can trust her to deliver authentic campaigns that engage and inspire



Speaking

From model to successful business owner, Taryn's story can motivate, inspire and empower your audience



Board Director

With over fifteen years in the world of media, advertising and marketing, Taryn can be a valuable asset for your advisory team

Follow Taryn Williams on Instagram @tarynwilliams (16K Followers)



Media Coverage

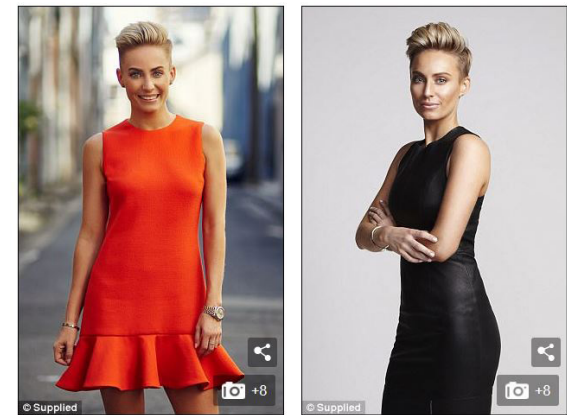


From knowing how to delegate tasks to hiring an 'inspiring' team: Model turned CEO, 31, shares the secrets behind her multi-million dollar business empire

By SOPHIE HASLETT FOR DAILY MAIL AUSTRALIA
 PUBLISHED: 12:04 +10:00, 19 May 2017 | UPDATED: 13:57 +10:00, 19 May 2017



'The fastest way to go backwards in business is to stand still,' the 31-year-old multi-million-dollar CEO told Daily Mail Australia.



Three tips for getting investment from a woman who just raised \$750,000

DINUSHI DIAS - AUGUST 2, 2016



DYNAMIC | BUSINESS

WINK MODELS FOUNDER, TARYN WILLIAMS, DISRUPTS HER OWN INDUSTRY AFTER BUILDING ONE OF AUSTRALIA'S LEADING MODEL AGENCIES



Wink Models and the right fit Entrepreneur Taryn Williams
 BY DANIEL JACOBS / DIGITAL ENTREPRENEUR, FEATURED, PROFILES, TECHNOLOGY / 21 JAN

Technology and tradition are continually battling it out as each fight for their place on the industrial landscape. We have Uber vs taxis, Airbnb vs hotels and now even home chefs vs restaurants. Accomplished entrepreneur, Taryn



PLENTY OF YOUNG ADULTS ARE PROVING THE STEREOTYPES WRONG ABOUT THE PAMPERED MILLENNIAL SLACKER. MEET GENERATION WHY NOT?



Taryn Williams raises \$750,000 in seed funding for TheRight.Fit: Three tips to make investment rounds as fast and painless as possible

DINUSHI DIAS / Monday, August 1, 2016



The Sydney Morning Herald Small Business

NEWS SITE OF THE YEAR

ENTREPRENEUR SECRETS MAY 4 2012

Model turned agent, a runway success

Marcella Bidnost

It's one thing to work in an industry and another to see its flaws and decide to work on it.

After nine years as a model, Taryn Williams, 27, was ready to move on - but not out of - the industry she'd worked in since the age of 15.

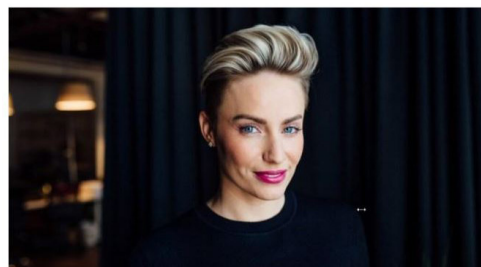
Frustrated by slow, poor (and sometimes no) pay, a lack of a modelling union or professional body and fuelled by a desire to improve models' overall working conditions, Williams created her own Sydney-based models and promotions agency, WINK.



'The Truth About Running A Million-Dollar Business'

Hannah-Rose Yee | whimn.com.au

Taryn Williams says the secret is defining your values.



Speaking

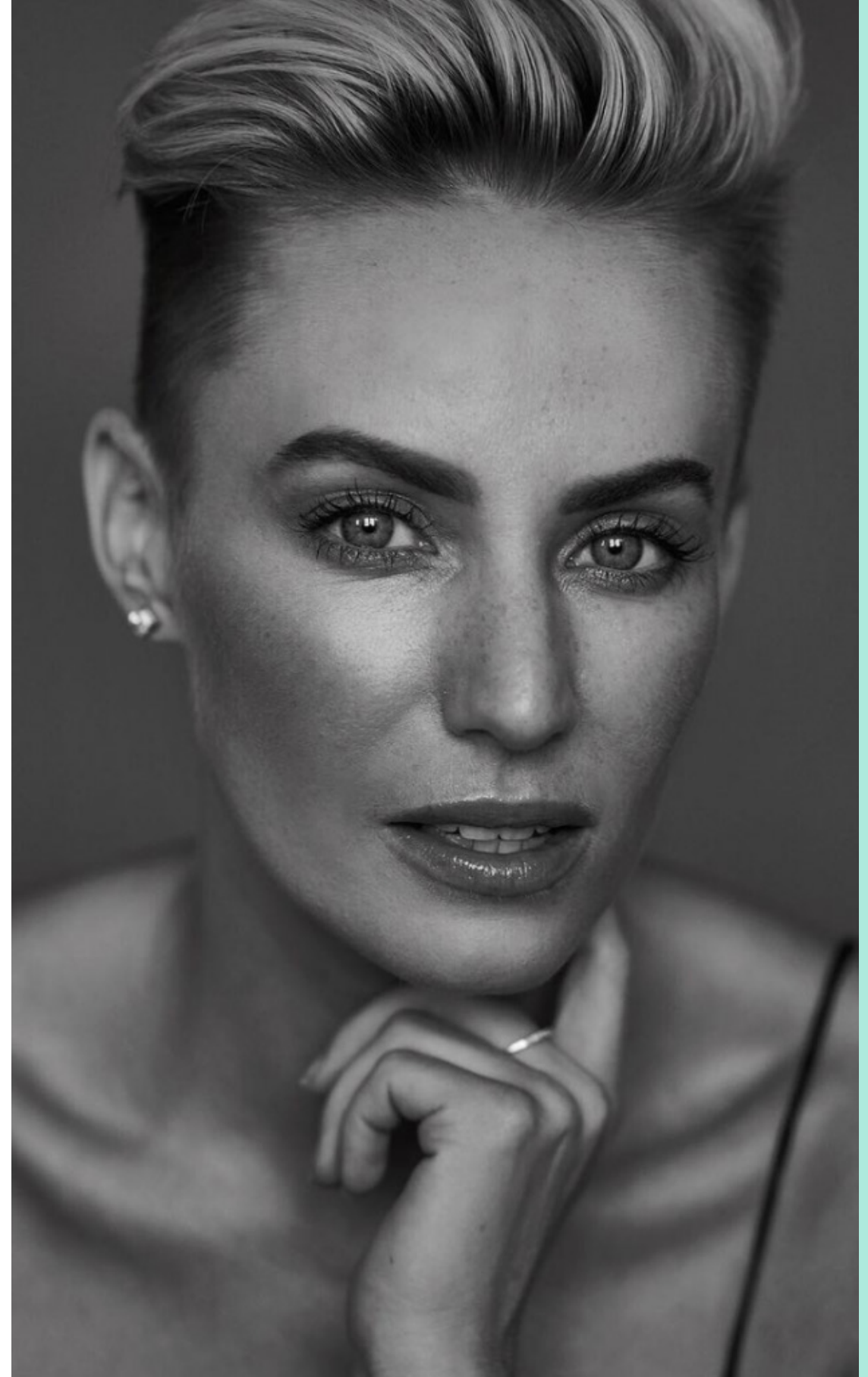


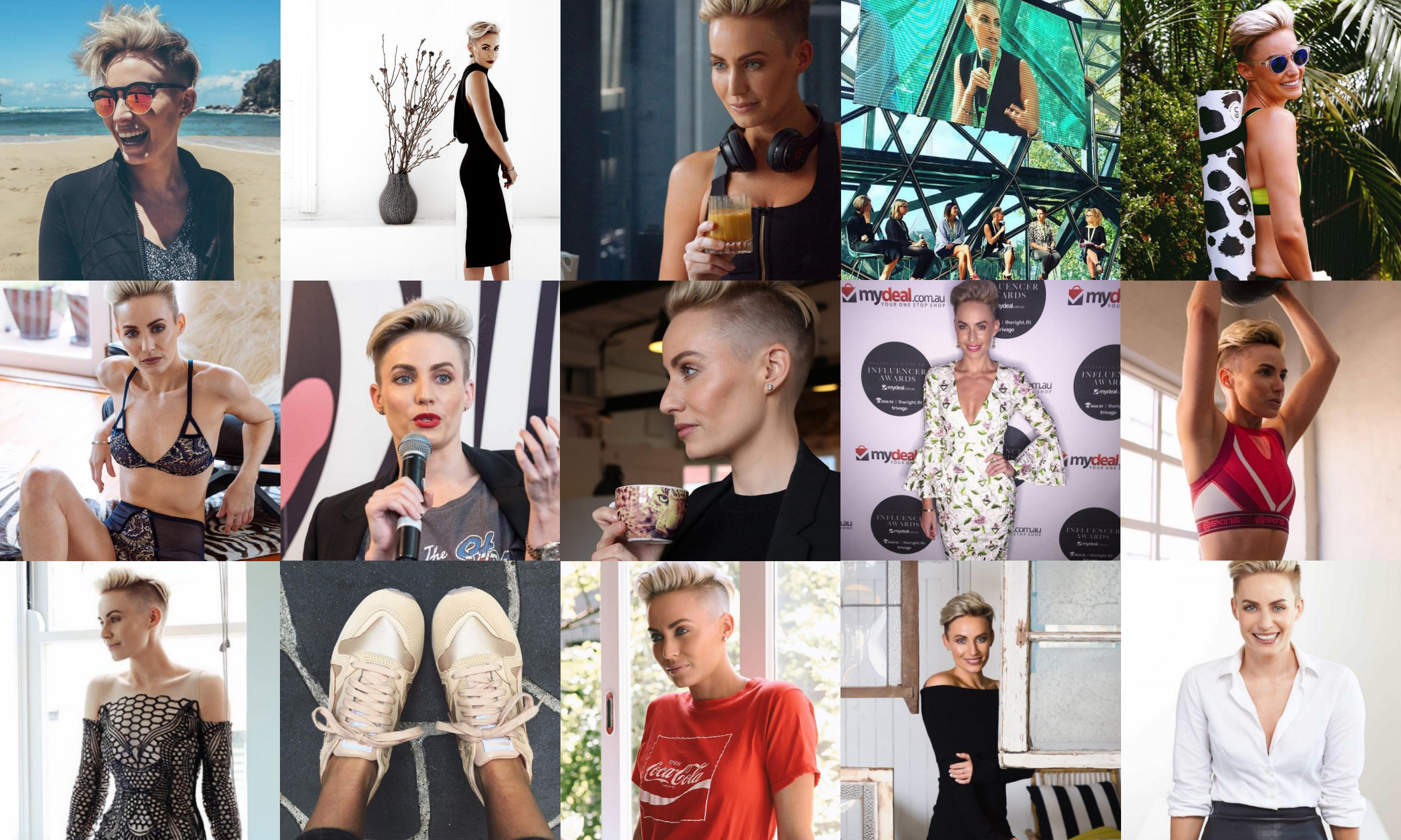
Testimonial

“Taryn is a divine and charismatic entrepreneur that has a great product, is a great human and is happy to share her experience in a jargon-free way that everyone can identify with. Her aptitude for business and her nature are a blessing to any panel or conference, as she warms the room instantly.”

Kate Edwards, Founder & CEO

Kontented, Senior Women in Media and Marketing (SWIMM)





Contact

For speaking engagements, brand collaborations, media interviews and rate cards, please contact:

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