

TRACEY PEARCE-SAMPSON

Senior B2B Marketing & Brand Consultant



With over 28 years experience in her profession, Tracey delivers a rare combination of integrated marketing communications, brand strategy, and design expertise to technology-focused and asset-intensive B2B organisations seeking action, measurable growth, and differentiation.

With a track record of delivering outcome-focused marketing and brand initiatives across Australian and UK markets, Tracey brings an owner-mindset and a practical, hands-on approach to every engagement.

Her consultancy model is rooted in working as a genuine peer within client businesses, collaborating with stakeholders to deliver tailored solutions with agility, empathy, and a strategic mindset.

SUPPORTING TECHNOLOGY BUSINESS PARTNERS

For Business Partners looking to maximise their co-marketing programs, Tracey has hands-on experience in managing and executing across the full co-marketing lifecycle and the creative vision to deliver impactful campaigns:

- **Events, trade shows, and webinars**

Planning and managing event sponsorship, pre-event marketing, and event activations.

Past events include: MaximoWorld, MinExpo24, Mastering SAP, GRX25, Mainstream Perth & Melbourne, and AI Executive Roundtables.

- **Multi-channel Digital Marketing Campaigns**

featuring email marketing, pay-per-click advertising, social media, thought-leadership content, and direct marketing.

- **Sales Enablement Tools & Assets**

Building out sales collateral, solution kits, presentations and templates to support sales team efforts

- **Content Development**

Developing solution-focused assets such as case studies, white papers, e-books, videos and thought-leadership articles.

With rounded knowledge of technical industries, functional marketing and vendor co-marketing programs, Tracey is sought after by technology partners and industry leaders. Her ability to unite brand strategy, creative execution, and B2B marketing in one cohesive package is helping these organisations build resilience and success amid shifting markets.



SPECIALISATIONS:

Spanning Brand, Marketing & Design:

- Integrated Marketing Strategies
- Multi-channel Campaigns
- Digital PR & Marketing
- Content Marketing
- Social Media Marketing
- B2B Sales Enablement
- Event Marketing & Management
- Brand Strategy & Positioning
- Brand Management
- Graphic & Digital Design
- Marketing Communications

INDUSTRIES EXPERIENCE:

- Technology and SaaS
- Mining and Natural Resources
- Asset Intensive
- Financial Services
- Building and Construction

SUBJECT EXPERTISE:

- Asset Management
- Environmental, Social & Governance
- AI-powered Solutions
- Insurance Building & Supply Chain

"A thinker and doer, Tracey understands the connection between product, sales and marketing. She is proactive, an effective communicator and an all-rounder that will always go the extra mile to kick team goals."



STRATEGIC AND HANDS-ON SUPPORT FOR YOUR CO-MARKETING PROGRAM

Tracey understands what it takes to plan, develop and execute effective campaigns within the guidelines of co-marketing programs. She can support your team at any of these stages or manage it entirely on your behalf:

GOALS

Define opportunity, target audience, solution, revenue and market size.

PLAN

Plan campaign approach, tactics, timelines, budgets and deliverables.



SUBMIT
Campaign plan to vendor

DEVELOP

Develop campaign, content and deliverables in collaboration with subject matter experts.

EXECUTE

Implement in-market campaign plans in line with timeline, budget and objectives.

REPORT

Review and report on campaign results and alignment with campaign plan.



CLAIM
Submission to vendor



Peer Action is not an agency but a boutique consultancy offering flexible engagement options and the right level of support when you need it.

CONTACT TRACEY:

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