



# Taryn Williams

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

[www.tarynwilliams.com.au](http://www.tarynwilliams.com.au)

# Biography

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Taryn Williams is the smart, vivacious and down to earth CEO & Founder of theright.fit and WINK Models. A former model, Taryn has built a reputation as one of Australia's most popular entrepreneurs and digital influencers. She has proven herself to be a game changer, not shy to press the disrupt button.

Taryn has over sixteen years experience in the world of modelling, advertising and media and began her career at age fifteen, when she was scouted as a model. At the age of 21, she started her first business, WINK Models, 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 Coolest Companies and representing over 650 talent, with turnover in the millions. Taryn has handed over the day-to-day management of WINK to allow her to focus on the growth of her second business, theright.fit, with international expansion on the horizon in 2018.

Taryn launched theright.fit in 2016, a two-sided marketplace for creative talent, making it easy, efficient and cost effective for brands to directly book talent for advertising campaigns, influencer marketing executions and events. theright.fit has over 6,500 talent on the platform, including models, influencers, makeup artists, photographers, producers and athletes, and guarantees payment for all of them within 48 hours.

theright.fit is backed by one of Australia's leading venture capital firms, Airtree Ventures, along with other leading international strategic partners and funds.

Taryn has appeared extensively in the media and is a speaker of choice for the Commonwealth Bank, Business Chicks, Hootsuite, Pause Fest, ADMA Global Forum, Collective Hub, Rare Birds, QUT and Sydney Vivid Festival. She is on the Board of the Digital + Technology Collective (formerly AIMIA) and has been recognised as a finalist and winner of numerous business awards, including the 2017 B&T Women in Tech Media award.

As a digital influencer, she has worked with La Prairie, Samsonite, Sass & Bide, Nature's Way, Tuscan Tan, Franck Provost and the Art Series Hotel Group.



# Notable Achievements

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- 👤 WINK Models: multimillion dollar business, celebrated 10 years in 2017.
- 👤 theright.fit: raises capital with Airtree Ventures.
- 👤 Board Director: Board Director, Digital + Technology Collective.
- 👤 2017 B&T Women in Media Tech Winner.
- 👤 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.
- 👤 My Business Awards finalist.

# Speaking Topics

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- 👤 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

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

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





### Editorial Content

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



### Ambassadorships

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



### Board Director

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



### Speaking

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

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



# Media Coverage



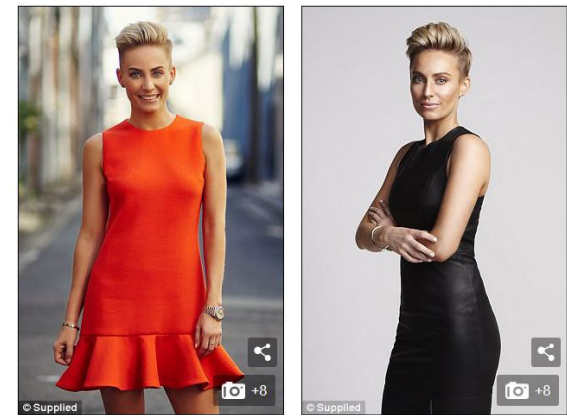
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## From knowing how to delegate tasks to hiring an 'inspiring' team: Model turned CEO, 31, shares the secrets behind her multi-million dollar business empire

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

1.1k shares

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



NEWS & VIEWS | POLITICS | BUSINESS | LEADERSHIP | LIFE

## 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



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



Entrepreneur Taryn Williams is disrupting herself with an online agency that brings together creative talent. Picture: Dylan Robinson

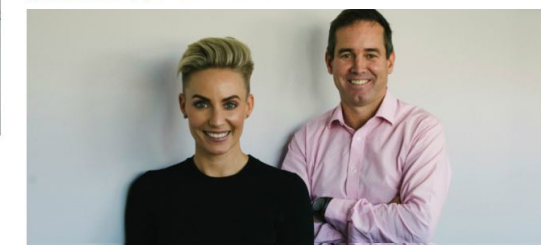
## PLENTY OF YOUNG ADULTS ARE PROVING THE STEREOTYPES WRONG ABOUT THE PAMPERED MILLENNIAL SLACKER. MEET GENERATION WHY NOT?



smartcompany | StartupSmart | Lists | Partner Content

## 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



ENTREPRENEUR SECRETS MAY 4 2012

## Model turned agent, a runway success

Marcella Bidnost

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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

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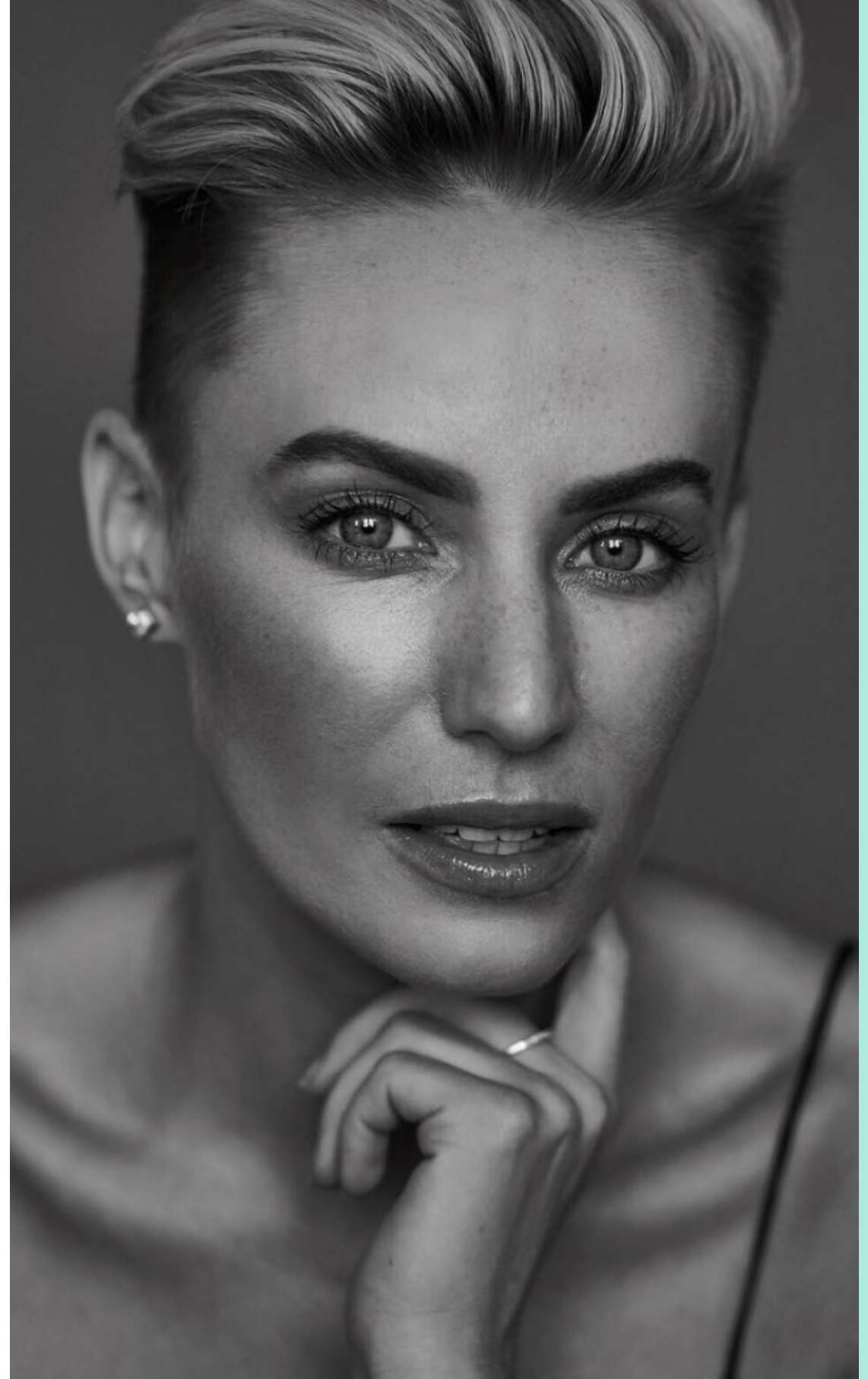
# Testimonial

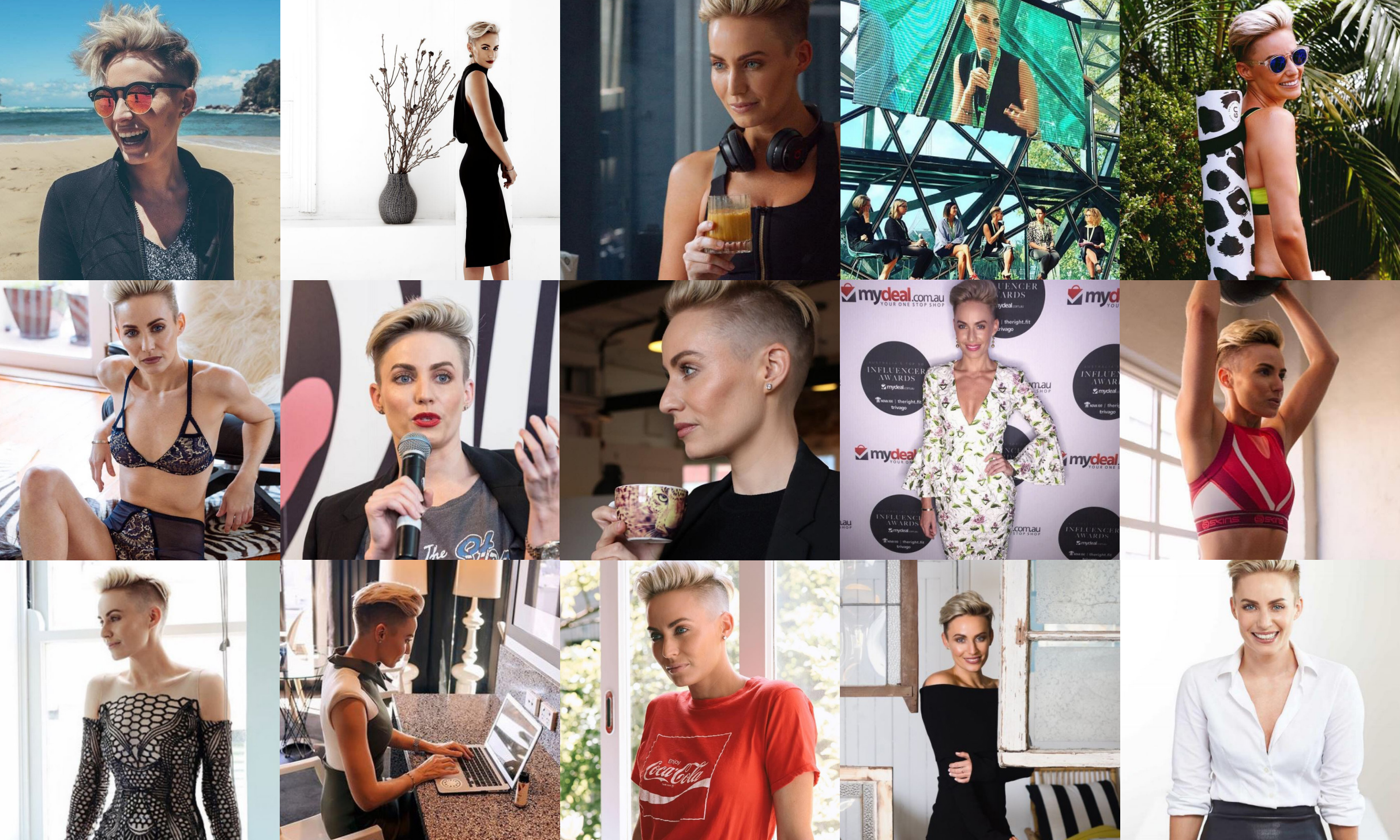
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“Taryn is a divine and charismatic entrepreneur that has a great product, is a great human and is happy to share her experience in a jargon-free way that everyone can identify with. Her aptitude for business and her nature are a blessing to any panel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

Kate Edwards, Founder & CEO

*Kontented, Senior Women in Media and Marketing (SWIMM)*





## Contact

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

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