

Ros Conkie

Marketer • Engineer • Author • Speaker

Turning confusing marketing into a clear, predictable system that drives sales and growth



About Ros

Many business owners feel like marketing is a gamble. Your audience will learn how to turn their marketing into a predictable, measurable system that actually drives sales.

With a background in mechanical engineering, Ros reverse-engineered marketing and discovered it isn't about guesswork or "creative fluff" – it's about systems and structure.

She is the author of *The Marketing Machine* and a sought-after speaker known for clarity, humour, and energy.

"If you've ever wished marketing made more sense, this is the book for you."
– Gino Wickman, Author of *Traction* and *Shine*

Signature Talks

The Marketing Machine: How to Engineer Predictable Growth (Even When the Market's Uncertain)

Build a repeatable system that attracts the right customers and fuels sustainable growth.

From Chaos to Clarity: The 5-Step System to End Scattergun Marketing Forever

Discover the strategic shift that turns random tactics into efficient, effective marketing.

Marketing Metrics That Actually Matter: How to Prove What's Working

Ditch vanity metrics and measure what really matters to demonstrate ROI.

Audiences Will Learn

- A clear, structured way to approach marketing – no jargon, no guesswork.
- Confidence to take control of their own marketing strategy.
- Practical steps they can implement straight away.
- A fresh perspective: marketing isn't a dark art – it's engineering.

Why Book Ros

- "Tailored, high-energy sessions that connect with technical audiences."
- "A rare mix of engineering rigour and marketing expertise."
- "Talks that leave audiences with actions, not just ideas."

Praise for Ros

"The engineering brain, the phenomenal ability to get technical people on-side with business development activity, and a brilliant mind for ideas, make Ros a top-class business-to-business marketer"

- Bryony Thomas, Watertight Marketing

"Ros has deconstructed marketing and created a framework that covers the whole territory... processes that take you from first thoughts to outputs, and measurements to tell you if your marketing is working."

- Philip Avery, The Business Mechanic

"I've heard Ros talk on several occasions and I'm always impressed by how much valuable information she shares in a relatively short space of time. She speaks in such an engaging way - she's warm and friendly, very approachable and open to questions. She knows her stuff too as you always come away with some golden nuggets!"

- Jenny Stewart, Jenny Stewart Photography

Book Ros For Your Event

Ready to give your audience a structured, stress-free approach to marketing?

ros@rosconkie.com | www.rosconkie.com | The Marketing Machine

