

Joanne Crisp

**CLIENT EXPERIENCE &
MARKETING MANAGER**



Jo Crisp joined the firm in 2026 as Client Experience & Marketing Manager - a role that sits right at the heart of our growth strategy as the professional services industry navigates one of its most transformative periods.

Jo is a seasoned Marketing and Communications professional with decades of experience building brands, leading teams and delivering integrated strategies across diverse sectors. Calm, creative and commercially minded, she blends brand storytelling with deep customer insight. Her appointment reflects BG Private's commitment to embracing innovation without losing sight of what clients truly value: genuine human connection and trusted expertise.

Jo's career spans some of Australia's most recognised brands - including senior roles at Intrepid Travel, Westpac Banking Corporation and Concept Commercial Interiors - alongside founding two businesses of her own. Her track record spans every stage of business, from start-up and transformation through to scale; she brings a rare blend of empathy, commercial rigour and critical thinking that makes her as comfortable in the boardroom as she is in a creative brief.

Outside of work, Jo is equally at home on a yoga mat as she is exploring a new destination - fuelled by a love of movement, adventure, reading and quality time with family and friends.

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Qualifications

- Bachelor of Business/ Marketing (Hons)
- Six Sigma Continuous Process Improvement



For Today, Tomorrow & Beyond.

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