

Jenny Douché

jenny@screwtop.org
Ph: +64 21 126 5555



Growth Management Consulting LTD
www.GrowthManagement.co.nz

Market Validation, Marketing & Strategic Partner Champion



After successfully founding, growing and exiting a high growth publishing business (Avocado Press) Jenny has turned her attentions to sharing the hard lessons learnt of new ventures as a mentor-consultant. Jenny also continues her calling as an author-publisher, with her latest book (due for release in 2012) on the topic of market validation.

Jenny is admired for her ability to dissolve complex situations into simple actions to achieve the desired result. With a particular talent in helping businesses complete pragmatic and effective market validation as well as identifying and develop strategic partnerships.

In 2004 she co-authored “The Kiwi Effect”, a sell-out book that looked inside the minds of successful Kiwi entrepreneurs. Jenny has a passion for helping businesses, particularly with functions of market validation, marketing and strategic partnerships.

Jenny’s has a *Master of Business Administration with Merit* from Victoria University and *Diploma in Marketing Management*. Building on her successful career in corporate marketing with Wellington Newspapers and at Telecom, in 2002, she set up a business called Avocado Press Ltd. Avocado Press was one of the first business successes to graduate from, Wellington’s business incubator, Creative HQ.

Avocado Press published 15 books in the “*Smarter than Jack*” series along with business book, *The Kiwi Effect*, and *BonaFide*. The business was sold in 2008.

Jenny’s highlights with *Avocado Press* include:

- Raising over \$440,000 for animal charities around the world.
- Developing successful long-term partnerships with key animal welfare organisations, premium pet food companies and media in New Zealand, Australia, Canada and UK.
- Being a finalist in Exporter of the Year in 2005, Wellingtonian of the Year in 2004 and winning the Nielson Bookdata Special Recognition Award in 2003.
- Raising \$250,000 in Angel capital.

Since selling Avocado Press in 2008 Jenny managed Grow Wellington’s Activate programme where she mentored numerous companies and delivered a range of workshops including Sales and Marketing, Business Fundamentals, Market Validation and Investment. Subsequently Jenny has joint the GMC team to continue to support emerging businesses.

Showing her diversity as a publisher in 2011 she released another book, *Baby Gone*.