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Kathy is Co-CEO of Kantar Public Australia and Global Director of the Kantar Behaviour Change Practice. With 20 years' experience, she is a leading advisor to the Australian Government specialising in the development, and evaluation, of behaviour change strategies in areas that tackle some of society's most complex challenges (eg. domestic and family violence, cancer prevention, mental health, disability, road safety, aged care).

Kathy is a member of the Kantar Public Australia Board. She is Kantar Public's global thought leader in behaviour change, including the application of commitment theory and amplification strategies. Kathy leads the Kantar Behaviour Change Academy globally, a residential Professional Learning Program for senior Government communicators.