

Media Release

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Web Marketing Guru honored for her success

Founding Director of Morningside business Untangle my Web, Mrs Fabienne Wintle has been presented with Griffith University's Young Outstanding Alumnus Award.

The Griffith Business School Alumni Outstanding Alumnus Award recognises remarkable achievement and success by former students.

Mrs Wintle said she was delighted to be the recipient of such a prestigious award.

"I'm really passionate about delivering improved marketing capabilities online to the Tourism Industry in Australia. It's wonderful to be recognised for something you enjoy doing," she said.

After graduating with a Masters of international Tourism and Hospitality Management in 2003, Fabienne set up a boutique business to provide online marketing strategies and coaching for tourism operators.

"By teaching these marketing principles we empower operators to market their own businesses. It's a low cost solution that offers them big results." Mrs Wintle said.

Untangle My Web has had unprecedented success in boosting sales revenue and traffic for tourism operators through out Queensland. In 2010 Mrs Wintle won the Queensland Tourism Young Achievers Award, reflecting her contribution to the tourism industry.

Pro Vice Chancellor (Business), Professor Michael Powell said the selection panel considered Fabienne the stand out candidate in an impressive field.

"Griffith Business School is proud to count Fabienne amongst its alumni. She has achieved considerable professional success.. and the growth in her business is testimony to her outstanding thought leadership and entrepreneurial spirit," Professor Powell said.

Untangle My Web has been involved in major projects such as the Tourism Ekit and AusIndustry's Small Business Online project and is currently working to boost tourism profits in remote areas of Australia such as Tennant Creek and Nhulunbuy in the Northern Territory.

***About Untangle My Web**

Mrs Wintle set up UntangleMyWeb after noticing little was available to help tourism operators embrace the web and maximise its marketing capabilities in their business.

For interviews or photos, phone **Meryn Cooper on 0404 860 185**



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