

A professional headshot of Penny Spencer, a woman with blonde hair, smiling, wearing a black blazer and a necklace with a diamond pendant. The background is a light, neutral color.

PENNY SPENCER

ENTREPRENEUR, FOUNDER AND
MANAGING DIRECTOR OF THE
SPENCER GROUP OF COMPANIES



Sydney-based Penny Spencer is regularly recognised as one of Australia's top female entrepreneurs by SmartCompany, and her group of travel businesses featured in the Financial Review's 2017 list of Australia's Top 500 Private Companies.

Her particular business passions are:

- Entrepreneurship
- Leadership
- Mentoring
- Workplace culture

Penny is available as a speaker-presenter-panellist-expert in each of these areas, as well as corporate and luxury leisure travel.

Forum & Media Strengths

Penny's strengths are in presenting at smaller, more intimate events such as Travel Weekly's Travel Daze conference where there's a tangible connection between audience and presenter.

Penny is equally comfortable being interviewed live on air for radio and TV, as is readily available for pre-records and interviews print media.

More About Penny

Since founding Spencer Travel in 1998, Penny has created a workplace culture renowned for its legendary Diamond Club—a staff reward and recognition program that bestows one-carat diamonds on staff who reach 10 years of continuous employment.

Not surprisingly, many of Penny's staff have only ever had one employer.

A passionate advocate for mentoring, Penny founded the not-for-profit Travel Industry Mentoring Experience (TIME) in 2009 to develop the future leaders of Australia's travel industry.

Publications

In her 2014 book, *Love What You Do*, Penny chronicled her journey to success, lessons learnt, mistakes made along the way and everything in between including:

- Creating a thriving business culture
- Rolling with the punches
- Hiring and growing your teams
- Making way for family
- Moving with technology
- Developing an exit strategy

Penny regularly publishes articles about her preferred business topics on LinkedIn.

*"Always wear
lipstick
Especially red."*

Awards & Recognition

Penny and her businesses have been recognised with multiple awards and accolades over the years including:

- SmartCompany's Top 30 Female Entrepreneurs 2018, 2017 & 2016
- Telstra Women in Business Awards finalist (NSW) 2017
- Travel Weekly's Women in Travel Power List 2018 & 2017
- Australia's Best Corporate Travel Agency (single location) 2017, 2016, 2013, 2012, 2011 & 2010 National Travel Industry Awards
- Judge: Signature Luxury Travel & Style Cruise Awards 2018 & 2017
- Finalist in 2014 Telstra NSW Australian Business Awards
- Number 25 in BRW's Top 50 Best Places to Work 2013
- Finalist in the 2013 My Business Awards

Spencer Travel was the first corporate travel business to be inducted into the National Travel Industry Australia (NTIA) Hall of Fame.



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 Penny Spencer



2017 NSW Finalist

Recognising outstanding women in business