



# Mr Paul Cronin

Vice President, Brand and Communication at Aurizon

## What year did you graduate?

1988

## Memory of High School?

Good memories of forming friendships that have stood the test of time. Also teachers in my favourite subjects that were passionate and enthusiastic.

## What was your favourite subject?

English and Modern History.

## Family?

Wife Kate and two children – Tom and Grace.

## Did you know what you wanted to be during High School - if yes, did you get there – if no what happened to stop you from going that way?

I liked to write and wanted to be a journalist. After tertiary study in journalism I used the skills from that degree to expand more broadly into public relations and marketing.

## What did you do on your first year out of school?

Studied for a Bachelor of Arts majoring in Journalism at the Darling Downs Institute of Advanced Education (now the University of Southern Queensland).

## What are you doing now career wise?

Vice President of Brand and Communications at Aurizon – Australia's largest rail freight company. I am responsible for internal and external communication, brand and sponsorships as well as stakeholder and community engagement.

## How did you get to where you are now in your career?

After uni I worked in a number of different jobs before ending up in the media unit of a Queensland Government Department. From there I progressed to working as media advisor for a number of senior Government Ministers before eventually ending up as the principal media advisor for Premier Peter Beattie and then Premier Anna Bligh.

## What is the favourite thing of doing your job?

I like the diversity of not knowing what each day will bring. I get to be across all major projects and initiatives and have a say in how we communicate and position our company with customers, community and all of our stakeholders.

## How would you advise students to plan for the future?

It is important to map out where you want to be in your career in five years, ten years etc.... Equally it also important to be flexible and resilient. Life rarely works out as planned and we all encounter roadblocks and setbacks. How you to respond, re-adjust and reassess will ultimately determine your success.

## Any tips on being successful?

It can sometimes be hard to make an impression when you start a new job however a good work ethic eventually always get you noticed. Work hard and work smart and opportunities will come your way.

