

**JOSEPHINE TOO** BIOGRAPHY**JOSEPHINE  
TOO**

Josephine is a seasoned advisor & certified growth coach bringing clarity & leadership to her work around Company Growth Design (Sofos Advisory) & Category Design (Category Design Advisors). She specializes in working with international business to scale in a healthy & sustainable way.

She has more than 20 years of experience in strategy consulting, executive management & scaling tech (NASDAQ) businesses across APAC & Europe. She was part of the 10X journey of the iconic company Infosys (NYSE:INFY) while it scaled from \$100M to \$1B in 6 years. She started both the Infosys Singapore and Germany offices; headed up Sales & Marketing for Greater China; and drove complex \$100+ Million deals in Australia.

While Josephine was EVP, Group Executive APAC at Aurionpro, managing a portfolio of acquired companies, she doubled the ANZ business twice for two consecutive years.

**Executive Summary**

Josephine Too is a seasoned advisor with over 20 years of experience in strategy consulting, executive management & scaling tech (NASDAQ) businesses across APAC & Europe. She brings clarity and leadership to her work around company growth and category design. Josephine is passionate about building and scaling healthy companies, sustainably; inspiring and empowering leaders, and identifying new sustainable ways to solve social problems.

**Industry Specialties**

- High Tech / Digital / Emerging Tech
- Hardware/Software/Solutions
- Professional Services
- Engineering
- Building/Construction

**Coaching Specialties**

- Founder & CEO Coaching
- Growth Coaching
- Team Performance

**Specific Expertise**

- Differentiated Strategy
- Creating New Markets/Category
- Execution Disciplines
- International Markets

**Current**

- ScaleUp & Growth Partner, Sofos Advisory
- Category Designer, Category Design Advisors
- Advisory Board Member, MineExcellence

**Past**

- EVP - Group Executive, Asia Pacific
- State Board Member - Australia Computer Society
- Mentor - Startupbootcamp
- Non-Executive Director - Ambercite
- Lead Judge - National iAwards Australia

**Education**

- B. Civil & Structural Engineering, Nanyang Technological University
- Certified 7 Attributes of Agile Growth® Coach, Gravitas Impact Premium Coaches