

Ray Ellis, Bio

Ray Ellis is an Australian businessman and CEO of the First National Real Estate network.

During Ray's tenure the network has undergone an almost complete revolution of its product and service offering, developed industry leading internet marketing technologies, dramatically altered its corporate culture, arrested years of financial losses and returned to a position of growth.

These products and services have attracted recognition from the Australian Marketing Institute (AMI), the Cannes International Festival and many other leading organizations which have delivered to the network's agent's greater efficiency and business growth.

In 2019 First National launched the most comprehensive package of marketing designed to communicate with the 'Social Media' generation. This generation places greater emphasis on obtaining information when and how they want it which has severely disrupted traditional methods of marketing and news delivery. This quantum leap further enhances the reputation of the First National Agency being the – local expert combined with a distribution channel that fits with today's consumer.

The above is an indication of how Ray Ellis is recognized for his capacity to understand the challenges of the ever-changing business world, specializing in member-based organizations, delivering growth and financial returns for all stake holders today whilst simultaneously future proofing the organization for further sustainable growth for the future.

Ray Ellis in 2013, 2014 & 2015 was a Director on the Board of the Real Estate Institute of Australia (REIA) and returned to that Directorship in March 2019.

Ray is the Former CEO of the USA based AWG and also Melbourne Football Club and prior to that managed his own advertising agency and travel executive for Asia Pacific.