

# Brendan McDonald GAICD

## Role:

Managing Director, CoBright Marketing

## Qualifications:

- Post Graduate Certificate of Business, USQ 2013
- GAICD Australian Institute of Company Directors 2023

## Relevant Professional Experience

2013 - 15 National Marketing Manager - Dingo Mini Diggers, Dalby  
2016 - 2025 Managing Director, Cobright Marketing, CoBright Ag Marketing

## Industry Association & Volunteer Positions

1995 - 2020 Apex Australia, including President and District Governor positions  
2011-13 Toowoomba Chamber of Commerce Board - Networking committee

2012/3 &  
2017 - 2024 Downs Club committee member

2020 - 2024 Toowoomba Show Committee - Marketing

2025 - Range Tennis Club Event Committee

## Awards:

2015	Regional Online Hero - Regional Australia Institute & Google
2021	AFR's Fast 100
2023	Toowoomba Chamber Business Excellence Award - Professional Services
2023	QCF (Queensland Gives) Philanthropy Award Finalist
2024	Toowoomba Chamber Business Excellence Award - Professional Services

## Bio

With 35 years of industry experience, Brendan leads a Toowoomba-based team of dedicated marketing, copywriting, and design specialists delivering proactive, tailored marketing and web design solutions.

CoBright works with major Ag brands in Australia with a team of 12 marketing professionals.

Brendan has a proud history of community involvement through Apex, The Downs Club, and the Royal Agricultural Society of Queensland, as well as supporting many NFPs through the CoBright brand.

"I enjoy getting to the bottom of companies' unique value to understand how to get your story in front of the right people, at the right time."

Brendan has represented many organisations at the board level and has recently (2023) become a graduate of the Australian Institute of Company Directors.