

cover story 

Caroline Siler

Age: 29 **Location:** Victoria

Company/Role: Keep Left PR



Caroline Siler knows the power of the pitch (see Tunnel Talk, issue 26). She was 22 and working in communications for IT consulting firm Ingena when she pitched her boss the idea of going it alone. Her ‘offer’ involved operating a fledgling PR business from her current office space, on lease, and taking on Ingena as her first client. It worked, and Keep Left PR was born.

Now with six staff and a business doubling in size, Siler is putting in place structures to extract herself from the day-to-day client work and focus even more on developing the business. She is proud of Keep Left PR’s reputation of developing long-term, strategic relationships with clients and the media, backed by the claim that 95 percent of new business comes from recommendations and former clients moving to new organisations. Siler may have used the power of the perfect pitch to get things started, but her mantra to “aim high, and don’t accept mediocrity” has kept business rolling along nicely.