

Jasmin Herro

Torres Strait Islander woman and CEO of a number of companies including Outback Global. Owner/creator of Tjindgarmi and Teter Mek.

There's an expectation that Indigenous businesses must give back to community and have a social impact



Business aim

To show that corporates and government agencies can engage with an Indigenous business with commercial outcomes that are competitive and have a clear social benefit.

What drives you?

Changing the way the other 24 million or so Australians feel about Aboriginal and Torres Strait Islander Australians.

Overcoming challenges

I focus on always **under promising and over delivering** and have built a reputation for delivery.

Advice to others

Build strong relationships that have open two-way communications so that everyone's expectations are met.

“Choose your business partners well, ensure that their values and beliefs align with yours”

For more information: www.outbackglobal.com / www.jherro.com

Celebrating Aboriginal and Torres Strait Islander women in business



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