

Misha Horsnell
Marketing Director, Scooter

Misha Horsnell spearheads Scooter Marketing, the agency's specialist marketing and content division.

Misha has spent the last 4 years with Scooter focused on the developing strategy and leading the marketing function for many SMEs across Australia. She is an industry veteran with 25+ years in the marketing realm, Misha boasts a wealth of experience, having led marketing and brand initiatives with global and local powerhouses such as adidas, Zoos Victoria, the Australian Grand Prix, and the National Rugby League Club Canterbury-Bankstown Bulldogs.

Misha stands out as a marketing professional with a breadth of expertise. Few marketers can match her experience across diverse functions, including sports management and sponsorship, product development, consumer marketing, and both event and business-to-business marketing. Her extensive career to date has involved successfully managing budgets of varying scales, showcasing Misha's ability to excel in different industries and strategic areas of marketing.