



Australia Day  
Council of  
Western Australia



## Australia Day Ambassador



### Jenny Lam

#### Entrepreneur

Jenny was born in Queensland, raised in Sydney and later moved to WA with her family and has been here 15 years.

She is a dynamic entrepreneur and as of August 2018 is the business owner of 5 businesses she started by herself. Generation Marketing Group (GMG), Generous Foods, CustomerCare, Jenny Lam Network and the popular Vietnamese eatery located in Leederville, Bunn Mee.

Having graduated high school in 2006 and earning a placement at UWA to begin her commerce degree, Jenny embarked on a journey to climb the corporate ladder to carve out a successful career for herself in marketing and advertising. After two years at university she realised that university wasn't the path for her, she wanted something more hands on, fast paced and that allowed her to call the shots. She started working for a direct sales and marketing company working on commission only and 12 months after her stint in the company, she decided to take the plunge and open up her own marketing company. Fast forward nine years GMG has gone from a small start up to working with international, billion dollar clients like Alinta and now specialises in marketing consultancy for other well established businesses and clients.

Having successfully navigated her way through the marketing and sales industry, GMG's best year turning over \$11,000,000, in 2017 she decided she was ready to follow another passion of hers - FOOD & COOKING. Joining the 13,000 people that auditioned for Masterchef Australia 2018, she became a part of Season 10's top 24.

Since leaving MasterChef, she's worked as a full-time chef at Perth's acclaimed Wildflower, gained work experience at Long Chim all whilst managing her businesses and writing her Vietnamese cookbook - Eat Like a Viet, which was released in November 2022 and won cookbook of the year at the International Independent Publishing Awards 2021 in New York.

Jenny's values are to always spread joy, educate, coach and inspire others in both food and business. Her ultimate goal is opening up her own cooking school, which will be built on a big property in the Swan Valley, where she will also farm all her own produce by 2025 and achieving a spot on the Forbes 40 Under 40 List.