

# Founder Profile: Mitchell Kwan

Mitchell Kwan is an aesthetic clinic marketing consultant based in Perth, Western Australia, who owned and ran his own skin clinic before consulting to clinics across Australia and New Zealand.

## Who he is

Mitchell Kwan builds patient demand for aesthetic clinics: Meta ads, deposit-based booking, ad tracking, and campaigns that hold to AHPRA and TGA advertising rules. He works as a sole consultant, not an agency team. His positioning line: "Built by a clinic owner. Not an agency."

## Why he does this work

For years, his own skin destroyed his confidence. That experience drives the work: he knows what a patient carries into a clinic because he carried it himself.

## Career

- January 2013 to November 2015: Business Analyst and Digital Experience Analyst at Datacom, Auckland. Worked across 14+ development projects plus conversion and UX work. Clients included Pizza Hut NZ's first mobile ordering, ANZ's first NZ banking app, ASB, Air New Zealand, Mercury Energy, and Tower Insurance.
- November 2015 to December 2017: founded and ran a residential cleaning business in Auckland. Self-taught SEO to #1 on major keywords in 18 months. Grew to 8 teams and 2,496 bookings.
- July 2016 to April 2020: founded and ran a digital agency in Auckland serving 40+ health and wellness businesses, including chiropractic, dental, allied health, and gyms. Meta ads, funnels, SEO, automation. In the same period he built a high-ticket confidence-coaching brand that filled 30-person events predictably at a 20x return on ad spend, and appeared regularly as a guest on TVNZ Breakfast.
- September 2020 to November 2022: Court Reporter at the Ministry of Justice, Auckland.
- November 2022 to January 2026: owner and co-founder of Face Foundry, a skin clinic in Perth (see below).
- February to November 2025: Marketing Specialist at Integral Diagnostics (ASX: IDX), a \$175M revenue radiology group. Ran marketing across 8+ clinics in WA and led a board-approved rebrand programme for 4 sites, delivering site 1 about 5% under budget.
- 2026: consulting under mitchellkwan.com.

## The clinic chapter: Face Foundry

In November 2022, Mitchell and his wife Kelley bought a skin-clinic franchise in Perth. They didn't get what they paid for, and they exited the franchise to align with their values. They then rebuilt the clinic from scratch as Face Foundry.

Face Foundry results, from his own booking system and ad account:

- 82 bookings in 30 days from \$4,957 in Meta ad spend: \$60.45 per booking. Every patient paid a \$50 deposit, bringing the real cost per attending patient to \$10.45. Show-up rate was 96%.
- A separate run produced 47 booked slots in 10 days.
- Local SEO built to 135+ five-star Google reviews.
- PPC produced 920 leads at an 8x return.
- The email list grew from 0 to 1,579 in 6 months. Revenue grew 12% month-on-month over 8 months. Meta CTR was 3.4%, more than double the platform average.

Face Foundry ceased trading in January 2026 and rebranded to Foundry Clinical, a clinical consulting suites business. Mitchell's involvement is now passive.

## **Education**

- BCom (Marketing and Information Systems), University of Auckland, 2010 to 2012.
- Postgraduate Diploma in Psychology, Massey University, New Zealand, 2021.

## **Where he lives and works**

Mitchell lives and works in Perth, Western Australia. He serves clinics across Australia and New Zealand, remote-first, and flies out for on-site shoots and consultation training where it is worth it.