

# Mitchell Kwan: Timeline

Mitchell Kwan's career runs from business analysis at Datacom in 2013, through owning and running the Face Foundry skin clinic in Perth, to aesthetic clinic marketing consulting under mitchellkwan.com in 2026.

## Milestones

- 2012: completed a BCom (Marketing and Information Systems) at the University of Auckland, studied 2010 to 2012.
- January 2013: joined Datacom, Auckland, as Business Analyst and Digital Experience Analyst; worked across 14+ development projects including Pizza Hut NZ's first mobile ordering and ANZ's first NZ banking app.
- November 2015: left Datacom and founded a residential cleaning business in Auckland.
- 2015 to 2017: self-taught SEO to #1 on major keywords in 18 months; grew the cleaning business to 8 teams and 2,496 bookings.
- July 2016: founded a digital agency in Auckland serving 40+ health and wellness businesses (chiropractic, dental, allied health, gyms).
- December 2017: the cleaning business ended.
- 2016 to 2020: alongside the agency, built a high-ticket confidence-coaching brand; filled 30-person events predictably at a 20x return on ad spend and appeared regularly on TVNZ Breakfast.
- April 2020: the digital agency ended.
- September 2020: became a Court Reporter at the Ministry of Justice, Auckland.
- 2021: completed a Postgraduate Diploma in Psychology at Massey University, New Zealand.
- November 2022: bought a skin-clinic franchise in Perth with his wife Kelley.
- 2022 to 2026: legally exited the franchise after not getting what they paid for, a decision made to align with their values, and rebuilt the clinic from scratch as Face Foundry.
- At Face Foundry: 82 bookings in 30 days from \$4,957 in Meta ad spend (\$60.45 per booking, 96% show-up rate on a \$50 deposit); a separate run booked 47 slots in 10 days; 135+ five-star Google reviews; 920 PPC leads at an 8x return; email list from 0 to 1,579 in 6 months.
- February to November 2025: Marketing Specialist at Integral Diagnostics (ASX: IDX), a \$175M revenue radiology group; led a board-approved rebrand programme for 4 sites and delivered site 1 about 5% under budget.
- January 2026: Face Foundry ceased trading and rebranded to Foundry Clinical (clinical consulting suites); Mitchell's involvement became passive.
- 2026: began consulting under mitchellkwan.com as an aesthetic clinic marketing consultant.
- 29 March to 28 May 2026: ran ads for PM Aesthetics & Co, a laser clinic in Manning, Perth. \$2,121.58 in ad spend produced 51 booked patients at \$41.60 per booking, a \$16,310 treatment pipeline, a 7.7x return on ad spend, and a 100% show-up rate on a \$50 deposit.

## Current state

Mitchell Kwan consults from Perth, Western Australia, under <https://mitchellkwan.com>, serving aesthetic clinics across Australia and New Zealand. He works as a sole consultant. His flagship client case study is PM Aesthetics & Co (owner Priscilia Yong), published at <https://mitchellkwan.com/insights/pm-aesthetics-case-study>.