

Company: The Equine Practice Company, Clayfield, QLD, Australia
Company Description: The veterinary industry faces high suicide rates due to imposter syndrome, burnout, and compassion fatigue. The Equine Practice Company offers education and mentorship to enhance veterinarians' skills and work-life balance. Our online courses, webinars, and mentorship programs, supported by 225+ experts, are available in 6 continents, improving horse welfare and veterinarians' lives globally.
Nomination Category: Individual Awards Categories
Nomination Sub Category: Best Female Entrepreneur in Asia, Australia or New Zealand
Nomination Title: Dr Olivia James, CEO



1. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 250 words used.

Since 1 July 2023, Dr Olivia James has led The Equine Practice Company through a period of international growth, strategic reinvestment, and product diversification.

FY24 revenue grew 24.6%, [REDACTED FOR PUBLICATION] —a 31% increase year-on-year and a compound annual growth rate of 27.7% since FY23. Since 2023, the team has doubled from 4 to 8, expanding capacity across education, operations, and customer success.

Global reach expanded from 23 to 34 countries, driven by strong traction in Europe and North America. Through strategic partnerships, we extended beyond our personal veterinary niche to encompass broader aspects of equine veterinary practice—deepening impact and broadening our professional audience.

[REDACTED FOR PUBLICATION]

As a values-led company, our mission is not only commercial. Through our not-for-profit arm, we have awarded seven scholarships to veterinarians in need—supporting access to education for practitioners in underserved and remote regions. These initiatives reflect our deep commitment to building a sustainable, supported, and skilled veterinary workforce.

Dr James was awarded the 2024 Gold Stevie for Best Female Entrepreneur, progressed to Round 3 of the 2025 Telstra Awards (ongoing), and won the Grand Prize at the 2024 international Vetty (Marketing) Awards.

2. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:

4. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 249 words used.

The supporting materials provided bring this nomination to life—offering clear, compelling evidence of The Equine Practice Company’s international impact, innovation, and heartfelt contribution to the veterinary profession.

Our **brand video for The Equine Lameness Program** and footage from **the world’s largest equine veterinary conference** demonstrate the scale, sophistication, and global relevance of our programs. These materials highlight our collaboration with Dr Sue Dyson and the delivery of high-quality, practitioner-led education to veterinarians across continents.

Customer testimonial videos, including one from Dr Tamara in Canada, and the **reel featuring Dr Gina Murray**, offer powerful social proof. These heartfelt endorsements speak to the transformation veterinarians experience—improved clinical confidence, reconnection with purpose, and a renewed commitment to the profession. These emotional insights are the “why” behind our work, be warned, you may shed a tear.

Our **graphic on multicurrency payments and price parity** proves our commitment to global equity in education—delivering on our promise to make world-class training affordable for veterinarians in low-income regions.

[REDACTED FOR PUBLICATION]

Finally, the **founder image of Dr Olivia James** puts a face to the movement—showing a woman in Brisbane leading a company with global heart and impact. These materials reflect not only success but purpose—and the lives we’re changing, one veterinarian at a time.

5. Briefly describe the nominated individual: history and past performance (up to 200 words):

Total 200 words used.

Dr Olivia James is a veterinarian, educator, award-winning entrepreneur, wife, and mother based in Brisbane, Australia. With over 20 years of clinical experience, she built and scaled a successful equine practice, later managing it remotely during its two-year sale. Against all odds, she completed an eight-year American residency remotely during this time—becoming one of only 23 board-certified equine dental specialists globally, and one of just two in Australia.

An outreach trip to the Gili Islands inspired the creation of The Equine Practice Company—an online education platform built to overcome the geographical, financial, and professional barriers facing veterinarians. Since 2020, it has grown into a multimillion-dollar export business, with paying customers in 34 countries across seven continents.

With women comprising 90% of final-year veterinary students, Olivia is committed to designing flexible, accessible education that reflects the realities of modern practice. She is also tackling urgent industry challenges—burnout, isolation, and a suicide rate that ranks second among all professions. Under her leadership, the company has achieved 124% revenue growth in two years, a 49.8% CAGR since 2021 and 43% EBITDA in 2024. She was awarded Gold at the 2024 Stevie Awards for Best Female Entrepreneur in Asia, Australia, and New Zealand.

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

Total 240 words used.

The Equine Practice Company is a very small, founder-led business with no external capital or academic affiliation, yet it now delivers education in 34 countries, [REDACTED FOR PUBLICATION]

Most education providers of this scale remain local or grow slowly—this is a rare trajectory, more so for a company not yet five years old.

In 2023, The Equine Lameness Program launched in collaboration with Dr Sue Dyson, [REDACTED FOR PUBLICATION] one of the most successful digital education launches in equine veterinary history. Two new verticals—equine ophthalmology and horse-owner education—are in development, and international enrolments have grown 37%.

Founder Dr Olivia James introduced geolocation and price parity indexing to support veterinarians in lower-income countries—something few competitors offer. Free content now reaches over 2,500 veterinarians in 60 countries.

Compared to her own past performance, the leap is extraordinary: revenue has more than doubled, profitability is up, and team size has doubled.

Through her not-for-profit arm, Olivia has awarded seven scholarships to veterinarians in need—supporting access and wellbeing in a profession with one of the highest suicide rates.

This is not just growth—it’s global leadership from the frontlines of veterinary care.

Attachments/Videos/Links:

[Dr Olivia James, CEO](#)



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