

## **Anna Searle, Managing Director, A'Ohlin Commercial Insights**



Anna Searle is the Founder and Managing Director of A'Ohlin Commercial Insights. A'Ohlin Commercial Insights is a specialist strategy firm focused on forward thinking and helping growth businesses position themselves for future opportunities. Anna is a qualified economist with a blue chip background as a specialist corporate strategy consultant. Anna spent over 12 years within corporate strategy teams at both ANZ Banking Group Limited and Deloitte Consulting. After completing her Economics and Finance Degree with distinction, ANZ Bank sponsored her MBA at Melbourne Business School; here she had the privilege of studying under Professor Ian Harper, now Partner of Deloitte Access Economics. She has worked closely and at the highest levels with banks, corporates and governments both in Australia and South Africa. As member of Deloitte Consulting's specialist strategy team she was at the forefront of energy reform in South Africa, and a senior contributor to Deloitte's global performance management practice.

Anna's ability to scan the environment for patterns and apply strategically driven analytical thinking to issues led her to receive an offer from a leading intelligence agency. However, she chose to establish A'Ohlin Commercial Insights.

In May 2011, Anna created A'Ohlin Commercial Insights to help international growth businesses prosper within the Asia-Pacific region. Here she has supported a high net worth private property developer with interests in Australia, New Zealand, China and elsewhere to identify cost savings and drive performance within various aspects of the business, including the examination of cost of capital implications on investment portfolios and government pricing schedules. Her economic modelling skills were again proven when A'Ohlin Commercial Insight's review of Tasmania's budget positions and forecasts (conducted during 2012) were within 1% of the final budget outcomes announced in 2013. She has reviewed the impact and feasibility of Tasmania's water and sewerage new pricing regime, and examined the impact of regulatory changes and technology disruptors on Australia's financial services industry. She has also led an examination of the education industries and opportunities within various Asian countries.

Memberships include Australian Institute of Company Directors (AICD), International Coach Federation (ICF), and a past Chair of Queensland's Institute for Independent Business (IIB).

A'Ohlin Commercial Insights, [www.aohlininsights.com](http://www.aohlininsights.com)

+61 (0)414 453 913

[annasearle@aohlininsights.com](mailto:annasearle@aohlininsights.com)

[au.linkedin.com/in/annasearle/](https://au.linkedin.com/in/annasearle/)