

Anna Searle MAICD

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PROFILE & CV

QUALIFICATIONS

MAICD

MBA, Melbourne Business School

Undergrad in Economics & Finance – with Distinction

Accredited Coach, International Coach Federation

KEY APPOINTMENTS

A'Ohlin Commercial Insights – 6½ years

Deloitte Consulting, Melbourne – 3½ years

Deloitte Consulting, South Africa – 3 years

ANZ Banking Group Ltd – 6 years

Past Chair, Institute for Independent Business

CHARACTERISTICS

Active contributor

Agile thinker

Change manager

Corporate & competitive strategist

Creative / innovative

Curious

Strive for emotional intelligence

Entrepreneur

Financially aware

Focused

Results oriented

Value integrity

INTERNATIONAL EXPERIENCE

Hong Kong

South Africa

VALUE PROPOSITION

- Focused and professional approach
- Experienced transformational change professional
- International experience having worked with multinationals and corporates in both developing and developed countries
- Effective risk manager with a strong ability to prioritise
- Entrepreneurial spirit
 - Guided a South African energy utility facing industry deregulation through a refocus on its core capabilities and subsequent international market expansion
 - First Melbourne Business School MBA international scholar to South Africa
 - Founding member of ANZ Bank's initial strategic change project pool
 - Helped ANZ win its first banking licence in South East Asia
 - First AFS exchange student to Hong Kong
- Multi-industry experience
- Strong technical, research and analytical skills
- Logical thinker with a well-developed ability to solve complex issues
- Team player balanced with being an independent thinker and self-starter
- Strong ability to engage with stakeholders (internal and external)
- Able to influence people at all levels within an organisation
- Creative and provocative thinker
- Results orientated - high quality outputs delivered on-time and within budget
- Exceptional presentation skills

PROFESSIONAL EXPERIENCE

Managing Director & Entrepreneur

Mar 2007 – Present

Inspired Business Solutions Pty Ltd (t/as A'Ohlin Commercial Insights)

- Identifying, developing and directing the implementation of business strategy
- Creating and managing budgets
- Creating and maintaining links with other trade and professional associations
- Cultivating company's reputation in the market and with clients and suppliers
- Planning and organising the company's activities to achieve targets
- Responsible for the company's regulatory adherence
- Setting 12 month, 3-5-10 year strategies and performance targets
- Investigating issues, building business cases and recommending actionable solutions for client organisations
- Engaging and managing subcontractors and alliance partners
- Improving margins
- Developing and preparing comprehensive business plans and research reports
- Maintaining high quality client service and deliverables
- Executive mentoring and coaching

COMPETENCIES

Asia strategies
Business case development
Business ownership
Change management
Coaching
Commercial acumen
Competitive strategy
International diversity
Financial management
Performance management
Presentation & communication
Research & analysis

PROJECT THEMES

Asia strategies & research
WACC analysis
WALE extension strategies
Urban water pricing
HNWI strategic advisor
ERP – international platform rollout, financial services

Executive coaching

Commercial property management

- Car parks
- Shopping centres
- Office buildings

Board reporting design – infrastructure industry group

INDUSTRIES

Water & Sewerage
Waste Treatment
Telecommunications
Pulp & Paper
Manufacturing
Energy (coal, hydro & nuclear)
Education
Construction
Commercial Property
Banking & Financial Services

PREVIOUS KEY APPOINTMENTS

Deloitte Consulting, Australia

Manager, Strategy & CFO (chief financial officer) Services **3½ years**

Strategy consulting; Competitive strategy research and assessment; Cash flow returns; Performance management; Balanced scorecard design & implementation; Change management; Project management; ERP implementation – business requirements; Practice and business development

Deloitte Consulting, South Africa

Consultant & Energy Industry Lead **3 years**

Strategy consulting; Core competency assessments and strategies; Cash flow returns; New market entry strategies; Corporate parenting; Project management; Stakeholder management; Transformational change; Executive committee reporting; Practice and business development

ANZ Banking Group Limited, Australia

Strategic Change Project Team **6 years**

Special projects; Credit training curriculum for Bank of Vietnam; Dual approval process roll out with GM; Online legal compliance training design and roll out; Centralisation and automation of credit limit approvals; Project office administration; Change management program implementation; Correct allocation of \$200 m suspense account funds.

MBA at Melbourne Business School sponsored by ANZ

Edith Cowan University, Perth, Australia

Academic Staff, School of Business, Department of Finance **1 year**

Finance tutor

SAMPLE PROJECTS/DELIVERABLES

ASIA BUSINESS: be better informed

- Development of a dialogue and business transition model enabling Australian based organisations to reposition themselves as “Asia-Pacific” based businesses
- Country and industry specific profiles and perspectives
- Understanding key business, social and language norms

WATER & SEWERAGE

- Investigation and development of fact-based business cases, competitive positioning and benchmarking on water pricing in Tasmania

ECONOMY

- Analysis and presentation of Australia’s and Tasmania’s economic landscape: how it has changed, and its subsequent impact on costs of capital - designed to support a client when meeting with:
 - the State’s Premier, Opposition Leader and other key stakeholders
 - Tasmania’s Economic Regulator and the Property Council of Australia
 - members of the Hobart community

HNWI (high net worth individual) STRATEGIC ADVISOR

- Research and preparation of presentation material (economic environment, state budgets, water and electricity pricing, costs of capital, commercial benchmarking)
- Drafting of external communications on economic issues and the impact on business
- Portfolio analysis and reporting
- Business issue investigation and rectifying action recommendation and monitoring