

# Anna Searle

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## TRANSFORMATIONAL CHANGE SPECIALIST

KEY APPOINTMENTS	SUMMARY
<p>A'Ohlin Commercial Insights – 2½ years</p> <p>Inspired Business Solutions – 4 years</p> <p>Deloitte Consulting, Melbourne – 3½ years</p> <p>Deloitte Consulting, South Africa – 3 years</p> <p>ANZ Banking Group Ltd – 6 years</p> <p>past Chair, Institute for Independent Business</p>	<p>A results driven, self-motivated and resourceful entrepreneur with a proven ability to develop and strengthen high performing teams in order to achieve goals on time and within budget, ultimately maximising a company's profitability and efficiency. Deep corporate strategy and transformational change expertise within a variety of complex organisational environments, including both public and private sector industries. Driver of new thinking and forward looking market solutions. Possesses excellent communication skills and an ability to establish sustainable and profitable relationships with customers, clients, suppliers, and stakeholders. Sensitivity to multiculturalism and diversity has been heightened by living in Hong Kong and South Africa together with a lifelong exposure to immigrant life and hosting of international students and travellers.</p> <p>Now looking for new transformational change challenges which will make best use of my unique combination of skills, experience and perspectives. I will drive positive differences and achieve business targets within the organisation by engaging people and ensuring key initiatives are championed by staff influencers.</p>
<p><b>QUALIFICATIONS</b></p>	<p><b>PROFESSIONAL EXPERIENCE</b></p>
<p>MAICD</p> <p>MBA, Melbourne Business School</p> <p>Undergrad in Economics &amp; Finance – with Distinction</p>	<p><b>Director &amp; Entrepreneur</b> <span style="float: right;"><i>May 2011 – Present</i></span>  <u>A'Ohlin Commercial Insights</u> – boutique corporate strategy specialist</p>
<p><b>PROFESSIONAL SKILLS</b></p> <p>Commercial acumen</p> <p>Influencing for change</p> <p>Innovative ideas</p> <p>International perspectives</p> <p>Agile thinker</p> <p>Integrity</p> <p>Curiosity</p> <p>Emotional intelligence</p> <p>Active contribution</p>	<ul style="list-style-type: none"> <li>• Identifying, developing and directing the implementation of business strategy</li> <li>• Driving lasting change within client organisations</li> <li>• Developing new market entry strategies within the Asia-Pacific</li> <li>• Gathering and leveraging Asia-Pacific market intelligence</li> <li>• Setting 12 month, 3-5-10 year strategies and performance targets</li> <li>• Investigating issues, building business cases and recommending actionable solutions for client organisations</li> <li>• Maintaining high quality client service and deliverables</li> <li>• Creating and managing budgets</li> </ul> <p><b>Transformational Change Consultant</b>  <u>Inspired Business Solutions, Cairns City Council, CEC Group Ltd, Deloitte Consulting, ANZ Bank</u></p> <ul style="list-style-type: none"> <li>• Redefining business direction</li> <li>• Achieving organisational alignment</li> <li>• Executive mentoring and coaching</li> </ul>
<p><b>COMPETENCIES</b></p>	<p><b>KEY SKILLS AND COMPETENCIES</b></p>
<p>Corporate &amp; competitive strategy</p> <p>Transformational change</p> <p>Financial analysis</p> <p>Research</p>	<ul style="list-style-type: none"> <li>• Strong leadership skills in corporate strategy and transformational change</li> <li>• Comprehensive understanding of financial management and economic principles</li> <li>• Entrepreneurial with commercial acumen and excellent management skills</li> <li>• Motivated team player who is results driven</li> <li>• Conscientious individual thinker</li> <li>• Results-oriented with a positive outlook, and clear focus on high quality and business profit</li> </ul>
<p><b>INTERNATIONAL EXPERIENCE</b></p>	<p>Hong Kong</p> <p>South Africa</p>

## Sample Projects & Cross Industry Experience

Industry	Client / Organisation	Key Actions & Deliverables
<b>Transformational Change &amp; Communications Experience</b>		
Banking & Finance	National Australia Bank, Australia, NZ & UK	Business requirements lead for a 2 year ERP (enterprise resource planning) project <ul style="list-style-type: none"> <li>• Responsible for engaging key NAB divisional and line managers to drive and own the changes being implemented</li> <li>• Actively managed engagement risks and change strategies</li> <li>• Facilitated the identification of business needs and managing client expectations around the ERP platform's ability to meet those needs</li> <li>• Primary contact for Executive General Manager Clydesdale Bank, Scotland</li> <li>• Develop and manage key stakeholder relationships including CFO and finance executive, EGM Clydesdale Bank (Scotland), Project's Executive Committee, and various business unit managers and staff</li> </ul>
	First National Bank (FNB), South Africa	<ul style="list-style-type: none"> <li>• Engaged staff from various FNB divisions (wholesale trade, institutional, commercial, retail, legal) to help design the new strategy, build awareness of the changes to come, and obtain ownership of the changes required</li> <li>• Designed a new client interface for a major corporate and investment bank, and analysed the financial impact of a new business model on revenue generation</li> </ul>
	ANZ Bank, Australia	<ul style="list-style-type: none"> <li>• Worked directly with GM Credit to design and roll out the Dual Approval Process – process redesign, communications strategy, rollout schedule, presentation preparation and support</li> <li>• Designed and rolled out a credit training curriculum for Bank of Vietnam (part of ANZ's commitment in winning its initial banking licence in Vietnam)</li> <li>• Designed a communications strategy for the lending de-centralisation project</li> <li>• Established the project office for the automation of credit ratings</li> </ul>
Pulp & Paper Manufacturing	PaperlinX	<ul style="list-style-type: none"> <li>• Worked with the executive team to design new corporate vision, mission and strategic objectives (the logistics division was separated from AMCOR and floated on the ASX)</li> <li>• Worked with divisional managers and business representatives to design               <ul style="list-style-type: none"> <li>○ a performance management system and plan the phased rollout</li> <li>○ a corporate parenting model supportive of the new business objectives</li> <li>○ communications strategy to distil progress to, and encourage feedback from, the organisation</li> </ul> </li> </ul>
Waste Treatment	CEC Group	<ul style="list-style-type: none"> <li>• Assessments of, and Board recommendations, regarding acquisition, profit improvement initiatives, and subsequent sale of waste treatment plant</li> </ul>
Car Parking	Nekon Pty Ltd	<ul style="list-style-type: none"> <li>• Obtained buy-in and commitment of car park staff to implement changes in car park layout, pricing and service offering               <ul style="list-style-type: none"> <li>○ Car park turnover and profitability increased immediately with gains still being achieved</li> </ul> </li> </ul>
Local Government	Cairns City Council	<ul style="list-style-type: none"> <li>• Managed and obtained sign-off, support and buy-in of Councillors, Council Executive, Council staff and community members for the centralisation of Council's property management activities</li> <li>• Redesigned (with elected members and &amp; council staff) and implemented the centralised Property Management Unit</li> </ul>

Industry	Client / Organisation	Key Actions & Deliverables
<b>Consulting, Other</b>		
Education – Administration software provider	Unable to identify client – current project	<ul style="list-style-type: none"> <li>• Asian market intelligence and new market entry recommendations for an Australian based software provider wanting to enter Asian markets               <ul style="list-style-type: none"> <li>○ Macro level analysis of business, political and technological environments</li> <li>○ Education industry (tertiary and K-12) profiles and forecast growth for 7 Asian countries</li> </ul> </li> </ul>
Water & Sewerage	Nekon Pty Ltd, Australia	<ul style="list-style-type: none"> <li>• Assessment of Tasmania’s proposed Urban Water Pricing scheme on rate payers</li> <li>• Proposed alternatives to the Pricing Plans and national benchmarking               <ul style="list-style-type: none"> <li>○ Developed and managed key relationships with the State’s Economic Regulator, Executive Director of the Property Council of Australia, and past CEO of the water utility</li> </ul> </li> </ul>
Commercial property	Nekon Pty Ltd, Australia	<ul style="list-style-type: none"> <li>• Cost of capital analysis and benchmark setting at property, bank funding portfolio, company and group levels               <ul style="list-style-type: none"> <li>○ Weighted Average Cost of Capital, Cash Flow Return on Investment, Weighted Average Lease Expiry</li> </ul> </li> </ul>
Car Parking	Nekon Pty Ltd, Australia	<ul style="list-style-type: none"> <li>• Assessment of car park operations across 3 sites providing recommendations on new layout, pricing strategies and service offering</li> <li>• Impact assessment of the opening and operation of new council car parks on the private sector</li> <li>• Successful competitive neutrality issue raised with the local Council</li> </ul>
Telecommunications	Vodafone Australia	<ul style="list-style-type: none"> <li>• Competitive landscape analysis</li> <li>• Tower space reservation strategies</li> <li>• Contract negotiation</li> </ul>
	Telstra	<ul style="list-style-type: none"> <li>• Project administration and redesign of finance processes</li> </ul>
Defence	Denel, South Africa	<ul style="list-style-type: none"> <li>• Designed a corporate parenting model</li> <li>• Organisational skills and capabilities assessment</li> </ul>
Energy	Eskom, South Africa	<ul style="list-style-type: none"> <li>• Core competency assessment for energy conglomerate facing market deregulation               <ul style="list-style-type: none"> <li>○ Personal responsibilities included:                   <ul style="list-style-type: none"> <li>▪ Assessments of Treasury and Generation</li> <li>▪ Running education programs to ensure black empowerment requirements were met and skills transfer was effected</li> </ul> </li> </ul> </li> <li>• New market entry assessment – based on desired strategic regional relationships and the new competency areas identified in earlier project</li> <li>• Designed new market entry strategies for Generation, Transmission, Distribution and Retail               <ul style="list-style-type: none"> <li>○ Included country / region specific business models, service offering, pricing, forecasted uptake and profitability, and risk management</li> </ul> </li> </ul>