

# FIONA EVANS

## PROFILE

Fiona's portfolio life includes consulting, directorships, community work and writing. With post-graduate qualifications in finance and marketing, she is a critical and innovative thinker that can deliver creative, practical and commercial solutions. She delights in working with passionate entrepreneurs and resolving all the stuff they don't have time for.

Key strengths include:

- ✓ International expertise in delivering strategic change in dynamic environments
- ✓ A commercial track record in simultaneous revenue growth and margin improvement
- ✓ The ability to operate analytically and pragmatically in identifying and evaluating opportunities
- ✓ A wealth of experience in establishing greenfield roles, building teams and delivering new products to market

## COMMERCIAL BUSINESS EXPERIENCE

Fiona commenced her career with PricewaterhouseCoopers and qualified as a chartered accountant before gaining post-graduate qualifications in marketing. With over 20 years' experience as a high-performance executive she is committed to making a difference. Since 2009 Fiona has worked as an independent business consultant to improve the efficiency and effectiveness of her clients' operations and help them win new business. Through a structured approach to finance, business development and corporate governance she distils complexity into simplicity and achieves tangible results.

Prior to this Fiona worked as a senior executive in greenfield roles with Queensland Rail, Brisbane Lions, Members Equity, Wunderman Cato Johnson (London), Avco Finance and GE Capital Finance. As a critical and innovative thinker Fiona's unusual blend of skills deliver creative, practical and commercial solutions.

Specifically, she has:

- ✓ Developed and implemented new business strategy delivering \$2.5 mill incremental revenue, lifting success rate to 75%.
- ✓ Restructured teams to increase overall productivity while reducing salary costs by 20%
- ✓ Achieved new business profitability 10% above target and 14% above existing business
- ✓ Written and drafted winning tenders increasing success rate by over 20%
- ✓ Implemented new business process reducing response time to less than 48 hours
- ✓ Identified and eliminated over 50% of industry non-compliance within 6 weeks
- ✓ Reduced operational costs by over 35%
- ✓ Developed and implemented brand consistency, integrity and sponsorship plan. Brand independently rated No 1 in AFL. Sponsorship value raised from 12th to top 3
- ✓ Negotiated the most lucrative sponsorship in the AFL increasing major sponsor revenue 38% and profitability 54%
- ✓ Revamped direct marketing strategies resulting in \$2 mill savings while maintaining revenue generation
- ✓ Managed product re-launch delivering incremental sales and increased penetration (20% above plan) winning Australian Direct Marketing Association Effectiveness Award

