

# FIONA EVANS

Fiona has worked with iconic brands and spearheaded marketing campaigns to drive business growth. Her speciality is substance over hype.

As an independent and objective challenger Fiona works with organisations to improve the way they achieve innovative solutions to complex problems through a structured approach to marketing and strategic planning. She distils complexity into simplicity through the delivery of tangible results.

## Experience

Fiona has over 20 years experience as a high performance executive. She commenced her career with Pricewaterhouse Coopers and qualified as a chartered accountant. Fiona then gained post-graduate qualifications in marketing while working across the eastern seaboard of Australia and internationally as an 'agent of change'. Her portfolio includes consultancy combined with community work, board positions and writing.

### 2009-Present

Fiona Evans-Strategic Ingenuity  
*Consultant*

### 2003-2006

Brisbane Lions  
*Chief Commercial Officer*

### 2008-2009

Queensland Rail  
*General Manager Business Development (CAMS)*

### 2002-2003

Members Equity/Spinal Injuries Assoc. QLD/Cellnet  
*Consultant*

### 2007-2008

Fiona Evans-Strategic Ingenuity/Bond University  
*Consultant/Guest Lecturer*

### 1999-2001

Wunderman Cato Johnson (London)  
*Business Director and Head of New Business*

### 2004-2006

ACT for Kids  
*Non-Executive Director*

### 1996-1999

Avco Financial Services Ltd/GE Capital CF Australia  
*Vice President Marketing/Client General Manager*

## Professional memberships

Graduate Member - Australian Institute of Company Directors

Fellow - Australian Institute of Management



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## Key skills

Fiona's acumen in strategy, marketing, negotiation and finance is invaluable to any business. She is an effective negotiator and influencer capable of cultivating and maintaining diverse key stakeholder relationships. Her key skills are:

### Commercial Influence

- Key driver of strategic initiatives including fund raising, marketing, PR and new business strategy.
- Extensive process improvement and project management skills in driving strategic and operational change.
- Experienced in the implementation of policies and procedures ensuring appropriate controls and risk minimisation.
- Awarded GE "Manager of the Quarter" for leadership of product relaunch.
- Managed and delivered revenue and expenditure budgets in excess of \$3 billion and \$10 million respectively.
- Responsible for multi-functional teams of up to 75 people.
- Restructured multi-functional departments to deliver organisational growth objectives and best practice in process management, reducing salary costs by up to 25%.
- Strong commitment to the highest standard of corporate conduct and personal ethics.
- Keen awareness of issues associated with social and environmental responsibility.
- Undertaken 6 Sigma training and familiar with continuous improvement concepts.

### Marketing Acumen

- Revamped direct marketing strategies resulting in \$2 mill savings while maintaining revenue generation.
- Negotiated major sponsorship deal through to final contract, increasing revenue 38% and profitability 54%.
- Managed product relaunch delivering incremental sales and increased penetration (20% above plan) winning the Australian Direct Marketing Association (ADMA) Effectiveness Award.
- Project utilised as GE best practice case study.
- Developed and implemented new business strategy delivering \$2.5 million incremental revenue and lifting success rate to 75%. Achieved new business profitability 10% above target and 14% above company average.