



corp enterprises

PROFESSIONAL PROFILE ANNEMAREE COTTERELL

BEd (ADULT Ed) | CERT HR | ADV CERT MGT | AIMM

CREATOR - BUSINESS & SOCIAL INNOVATOR

Connecting Performance & Profits to Passion & Potential



PROFESSIONAL BIOGRAPHY ~

Annemaree provides transformational business and socially innovative enterprise development, human potential, marketing, and client experience strategies and solutions – specialising in Social Enterprise & Social Innovation. She achieves success by assisting clients in achieving excellence in their enterprises, relationships, community.

Inclusivity, sustainability, community are paramount. Key enterprise teams, roles, systems, delivery mechanisms are reviewed and optimised. Offerings are reviewed, re/packaged, improved. Profitability increased. Lead generation to sales conversions improved and increased. Strategic / supplier partnerships reviewed and developed. Networking and opportunities identified and explored.

Her focus is creating flow, attraction and prosperity for enterprises and the communities within which they operate. Her passion is Social Enterprise - empowering Adult and Youth Entrepreneurs in attracting, creating, contributing prosperity within their Community through achieving their true potential.

Over 20 years experience developing enterprise and human potential strategies and solutions across a wide range of business and non-profit industries, have resulted in increased client productivity, loyalty, growth, prosperity.

Dynamic and challenging environments are a specialty – restructuring, merging, fast-growing competitive industries, leading-edge technologies and methodologies.

If you have a desire to excel and a willingness to change – Annemaree can to assist you in achieving the growth, vision and true potential of your enterprise.

TERTIARY & PROFESSIONAL QUALIFICATIONS

Wealth Dynamics Master Practitioner

XL Results Foundation Pte Ltd, Singapore 2007

NLP Practitioner Certification

Neuroads Pty Ltd, Sydney 2006

Bachelor of Education (Adult Education)

University of Technology, Sydney 1998

Majors: Human Resource Development and Interactive Educational Multiple Media

Diploma of Adult Education

University of Technology, Sydney 1994/95

Stream: Human Resource Development

Adult Education Certificate

Australian Institute of Management, Sydney 1993

Human Resource Practice Certificate

Northern Sydney College of TAFE 1992/93

Advanced Certificate of Management

Northern Sydney College of TAFE 1989/91

KEY INDUSTRY EXPERIENCE

Accounting, Banking & Financial Services - Building & Construction - Business Services - Charity/Not-For-Profit Education & Training - Health - IT - Internet & Multiple Media - Printing - Telecommunications - Transportation

ENTERPRISE & HUMAN POTENTIAL ~

- wealth dynamics and wealth spectrum profiling, coaching and consulting and change facilitation
- creative, conceptual and opportunity brainstorming and matching—1:1 and groups
- strategic planning and budgets, project scoping and needs analysis, management and communications
- enterprise & project development, human resources recruitment, induction, scheduling & supervision, systems & process analysis, mapping, documentation
- paper-based, multiple media, Internet and Intranet training and reference solutions
- review, instructional design, facilitation, assessment of generic and customised online and face-to-face training, 'train-the-trainer' programs, databases
- presentations, reports, templates and standards

SOCIAL ENTERPRISE ~

- re/defining business culture as social enterprise — connecting passions and promise to increase performance and profits
- aligning business and team vision, values and goals with enterprise potential and social contribution
- alignment of business and synergistic charitable cause/s to create and contribute wealth including time, expertise and monetary
- social responsibility and social contribution initiatives and promotion — research and development

MARKETING & SALES ~

- strategic program scoping, planning and development
- marketing, product and service development, lead generation, conversions, sales, up/cross/repeat selling, networking — review and coaching
- client relationship management, contact database & client experience programs — review and coaching
- design and development of sales processes, telemarketing scripts, presentations and support kits
- website and multiple media content and internet marketing — review and development resourcing
- supplier management — graphic and multiple media designers, printers and product delivery

TRAINING & EVENT PRODUCTION ~

- scoping, planning, budgeting, development, production, event management and review
- business promotional, public relations, educational, social and networking events — seminars, workshops, awards, celebrations, charity/fundraising, themed and business networking
- sponsorship sourcing and management — monetary and product/service offerings
- talent sourcing and management — speakers, mc, trainers, facilitators, entertainers and event staff
- supplier management — accommodation, venues, catering, staging, audio visual, activities, transport