



corp enterprises

# PROFESSIONAL PROFILE ANNEMAREE COTTERELL

BED (ADULT ED) | CERT HR | ADV CERT MGT | AIMM

## CREATOR & BUSINESS INNOVATOR

Connecting Passion & Promise to Performance & Profits



### PROFESSIONAL BIOGRAPHY ~

Annemaree provides transformational & innovative business, marketing, human potential, business development, client experience strategies & solutions — specialising in Social Enterprise & Social Innovation.

Achieve increased success & excellence in business & key relationships. Optimise your team & business potential. Increase profitability. Review key roles, teams, products, services & systems impacting key clients. Re/package & improve product/service margins. Increase lead generation & sales conversions. Develop &/or review strategic partnerships, networking & opportunity criteria. Innovation is crucial to achieve sustainability in competitive markets.

She focuses on creating flow, attraction & wealth for your enterprise & community. Her passion is Social Enterprise and empowering Adult & Youth Entrepreneurs to create and contribute wealth & achieve their true potential.

With 20+ years experience developing business growth & learning solutions across a wide range of business areas & industries, Annemaree's futuristic solutions include alignment of passions & promise (business owner/s, team & charitable cause) to increase performance & profitability & create high performance sustainable social enterprises.

Dynamic and challenging environments are a speciality — restructuring, merging, highly competitive industries, leading edge technologies & methodologies.

If you have a desire to excel & a willingness to change — Annemaree can 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

Neuroroads Pty Ltd, Sydney 2006

#### Bachelor of Education (Adult Education)

University of Technology, Sydney 1998

Majors: Human Resource Development & 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 ~ Education & Training ~ Health ~ IT ~ Internet & Multiple Media Printing ~ Telecommunications ~ Transportation ~ More

### BUSINESS & HUMAN POTENTIAL ~

- wealth dynamics profiling, coaching & programs
- creative concepts & opportunity brainstorming
- strategic project scoping, planning & budgeting, needs analysis, management & communications
- organisational development, business systems, resourcing, process mapping & documentation
- training programs — instructional design, 'train the trainer', facilitation, assessment, database review
- presentations, reports, templates & standards
- paper-based, multiple media, Internet & Intranet training & reference strategies & solutions

### MARKETING & SALES ~

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

### EVENT PRODUCTION ~

- scoping, planning, budgeting, production, event management & review
- business promotional, pr, educational & social events — seminars, workshops, celebrations, charity/fundraising, themed & business networking
- sponsorship sourcing & management — financial, product & service offerings
- talent sourcing & management — speakers, mcs, trainers, facilitators, entertainers & event staff
- supplier management — accommodation, venues, catering, staging, audio visual, activities, transport

### SOCIAL ENTERPRISE ~

- re/define business culture as Social Enterprise / For Benefit Enterprise — alignment of passions & promise (business owner/s, team & cause) to create increased and sustainable performance & profits
- alignment of business & team vision, values & goals with social and community contribution;
- alignment of business with synergistic charitable cause/s to create and contribute wealth — time, expertise & financial contributions
- social responsibility & social contribution initiatives & promotions — research, development, implementation & review

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