

Veronica Marques

Independent Consultant

I am an experienced Executive Manager and Consultant, with a broad business background and a deep understanding of Financial Services, M&A and Innovation. I have a history of identifying and analysing business problems, developing strategies to address them, translating them to initiatives that fit individual businesses to deliver high quality outcomes.



With over twenty-five years' experience focusing on Wealth Management, Transformation and Advice, I have worked on strategy design and implementation, organisational design and change programmes. I have held senior roles including Chief Transformation & Integration Officer, Head of Distribution and Business Management in leading Australian financial institutions, such as AZ NGA, ANZ and MetLife. My consulting clients include Insurtech, Fintech, Superfunds, Licensees, and three of the four major Australian banks.

I have a proven track record in leading high-profile deals, including the AZ NGA & Entireti purchase of AMP Wealth, and Oaktree's investment in AZ NGA. I have consistently demonstrated my ability to navigate complex landscapes to deliver value and develop partnerships with integrity.

I have a background in transformation, innovation, distribution strategy, strategy implementation and change management. This includes working with partners to develop strategy and clarify direction, and driving the development of frameworks, capabilities and culture to galvanize and embed in the business.

Extensive experience and leadership in:

- Strategy/Initiative development and implementation from thought leadership and concept to execution
- Business transformation and implementation, designing innovative and customer focused solutions
- Leading M&A and investment transactions
- Program & strategic project management / organisational design & restructure
- Process/business improvement / change & implementation management
- Sales & sales strategy development, including service and segmentation modelling
- Facilitation, including innovation & customer centred design frameworks, and team strategy development and team building.

EDUCATION: Dip. Innovation & Entrepreneurship, Dip. Applied Finance & Investment, BA(Hons) Law (major).

INDUSTRIES: 25yrs Financial Services, 11yrs Consulting, 9yrs Start-Up, 6yrs not-for-profit