

# Veronica Marques

## Independent Consultant

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I am an experienced Executive Manager and Consultant, with a broad business background and a deep understanding of Financial Services 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 years experience focusing on Wealth Management, Customer Centred Design and Advice, I have worked on strategy design and implementation, organisational design and change programmes. I have held senior roles including Heads of Distribution, Business Management and Transformation in leading Australian financial institutions, such as ANZ and MetLife. I have provided consultation services to a range of businesses including Insurtech, Fintech, Superfunds and Licensees, and three of the four major Australian banks.

I have a background in sales, innovation, distribution strategy, strategy implementation, facilitation and organisational design 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.

I develop strong and trusted relationships with partners and stakeholders and use my advanced influencing, negotiation and engagement skills, to successfully develop and drive business outcomes.

### **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
- People management, building and leading high performance teams
- 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:** 21yrs Financial Services, 11yrs Consulting, 9yrs Start-Up, 6yrs not-for-profit