

# Board Candidate Profile

## Liz Brunetto

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### Professional experience

- Highly-motivated and results orientated senior manager with extensive business acumen acquired from 25 years' experience within the superannuation, financial services and employee benefits consulting industries.
- Proven track record and experience in stakeholder engagement, business development and strategic marketing (including customer segmentation strategy, customer experience and design, digital channel marketing and data strategy)

### Board and committee experience

- The Impact Suite: Advisory Board Member (current) – Start-up offering a corporate governance comparative digital solution for the Charity and Not for Profit sector. TIS is a recipient of the QLD Government Ignite Grant 1 & 2
- Women in Super: National Committee Member - Professional Development (current)
- Women in Super: QLD Committee Member– Sponsorship and Member Growth (2016 – 2018)
- Numerous leadership and committee positions held within UniSuper including the External Third Party Adviser Working Group Committee (Lead), Tender Response Working Group Committee (Lead), Employee Staff Survey Working Group Committee

### Desire for board representation

- With passion for creating impact, I have a desire to “be of service” and “give back” to the business, not for profit and public sector community, and play a part in strengthening the level of corporate governance in the boardroom.
- Through my personal style of challenging the status quo, embracing growth through change and bringing clarity of purpose, I believe I can deliver richness of decision making on boards.
- I am well equipped to deliver diversity of thinking in the boardroom having been exposed to diverse cultures and social groups all my life. I completed my schooling in regional NSW where my Italian immigrant parents were primary producers. I have dual Australian-Italian citizenship, and am also part of the LBGT community.

### Accolades

- Selected to participate in the Women in Technology Board Readiness Program (2018) - including AICD modules on Business Strategy and Governance
- Scholarship award for “Leading change in the financial services industry” module - Masters of Organisational Leadership, Melbourne Business School / Fund Executives Association Limited (2016)

### Professional Qualifications

- Masters of Organisational Leadership, Melbourne Business School / Fund Executives Association Limited (2018)
- Diploma of Financial Planning, Tribeca
- Certificate of Human Resources Management, Australian HR Institute
- Certificate of Superannuation Management, Macquarie University
- Marketing Practice Certificate, University of Technology
- Bachelor of Economics, Macquarie University

## **Career Highlights**

### **UniSuper, Brisbane: QLD Employer Partnership Manager: 2012 - current**

Unisuper has 700 staff nationally, \$65 billion in funds under management, 400,000 customers across 37 universities and 100 related bodies

#### Stand out achievements

- Managed the relationship between Unisuper and the corporate university entity with key stakeholders consisting of Vice Chancellors, Executive Leadership Team, University Board Members, Heads of Schools, Consultative Committee members and Human Resource Directors at all nine QLD universities
- Developed and implemented comprehensive on campus account servicing plans across QLD universities so as to achieve advocacy and support of UniSuper's offering, be valued as a key part of their remuneration and benefits package for staff and optimise financial wellness and retirement outcomes for our members. This has resulted in doubling of funds under management for QLD universities over five years to more than \$6 billion.
- Developed and implemented a customer retention and growth strategy for those super fund members with choice of fund (60,000 members) to mitigate defection to other super funds. This also included an employer relationship management model for their associated employers (202 Related bodies and 20,000 Non-Participating employers to encourage advocacy and default fund selection of UniSuper)
- Developed and implemented an external adviser servicing strategy to broaden the financial adviser distribution network and complement UniSuper's in-house adviser team
- Successfully built an enduring relationship at corporate level with the last Australian University yet to select Unisuper as their default superannuation fund, culminating with UniSuper's invitation to participate in a superannuation default tender worth \$56 million in funds under management (awaiting result)
- Achieved "exceeded stretch" target for all key performance indicators for last three years

### **Sunsuper, Brisbane: Customer Engagement Manager, Marketing: 2008 – 2012**

#### Standout achievements

- Operationalised the use of a geo-demographic classification tool for customer segmentation strategy and for engagement messaging for multi-channel execution (including digital channels)
- Developed and implemented four propensity models based on customer activity to aggregate big data and identify potential defecting customers. This informed the deployment of digital campaigns to mitigate against defection
- Managed the Digital Engagement team which deployed 850,000 communication pieces to customers and attracted more than \$100 million in cash flow in 2011/12. Also optimised and uplifted over 80% of regular digital campaigns.
- Contributed to an "exceeded" rating for the marketing key performance indicator to increase net cash flow (target exceeded by \$200 million)

## **Prior Roles**

- Sunsuper, Brisbane: Client Relationship Manager, Employer Services: 2005 – 2008
- Mellon, Brisbane: Superannuation Consultant and Super Master Trust Assistant Product Manager: 2001 – 2005
- BT Funds Management, Brisbane: Account Management, Business Development: 2000-2001
- BT Funds Management, Sydney: Employer Super Product Manager, Marketing: 1998 - 1999
- FSS Trustee Corporation of NSW State Super, Sydney: Marketing Manager: 1997 - 1998
- Towers Perrin, Sydney: Communication Consultant: 1994 - 1997

## **Professional Mentors**

- Mario Pennisi – Former CEO Australian Organisation for Quality, QLD (Retired)
- Robyn Petrou – CEO, Energy Super
- Michelle Blicavs - CEO, Association of Consulting Surveyors, NSW