

## **About our Presenter**

### **Sue-Ella Prodonovich, Principal, Prodonovich Advisory**

Sue-Ella has more than 20 years senior level experience in winning and growing business in the complex business-to-business services and professional services sector. During this time her roles have included Director of Marketing with Arthur Andersen, Director of Business Development & Marketing with Baker & McKenzie, Senior Consultant with Rogen SI, Owner of PTB Consulting and Partner, Business Development Services, with Australia's newest mid-market accounting and advisory firm - Crowe Horwath. Sue-Ella is actively involved with the Asia-Pacific Professional Services Marketing Association (APSMA) having been a member of the Board and NSW chapter for a decade and is a regular speaker at industry conferences including the annual US Legal Marketing Association Conference. She has presented at conferences and workshops hosted by the Australian Legal Practice Management Association (ALPMA), the Australian Association for Consulting Engineers (now Consult), the European Professional Management Network's Annual Conference, has been a casual Academic Lecturer at UTS and an accredited trainer in sales and presentation programs. Sue-Ella is a Vice-Chancellor's List student, having received High Distinctions in her Bachelor of Commerce (Law and Marketing) degree. Her Post-Graduate qualifications include an MBA from Macquarie Graduate School of Management.