

**FIONA KALAF**

BA BArch GrdDipBus MBA(Advanced)

Fiona Kalaf is a management professional who has held senior executive and board positions in commercial and corporate organisations. As director of Buro, a boutique management consulting firm specialising in strategy, brand, distribution and performance, Fiona works with local, national and international clients across a broad range of sectors and industries, from financial services to food and wine, fashion and the arts.

Fiona has held the position of General Manager Business Development at HBF, Western Australia's leading health insurance organisation with more than 900,000 members. Fiona was responsible for the HBF Financial Services business, and wholly-owned HBF subsidiary, Enterprising Ventures Pty Ltd, which owns and operates a diverse range of allied health services, such as an optical dispensary and dental clinic. Fiona was also responsible for developing new business lines in support of the HBF Group strategy.

Fiona joined HBF to lead the Member First program: a broad-ranging cultural change initiative which activated key distribution channels for the benefit of HBF's 900,000 members.

Until July 2006, Fiona was Business Manager at Asgard Wealth Solutions (formerly SEALCORP Holdings Ltd), where she commenced in August 2002. In this role, Fiona was responsible for business performance planning and reporting, business analysis, business process improvement and quality service delivery across operations and IT. Asgard, a wholly-owned subsidiary of the St. George Bank Group, administers more than \$32 billion on behalf of more than 320,000 investors from its operations in Perth.

Fiona has also held the position of Head of State Office WA with the Commonwealth Bank of Australia, where she was responsible for business planning and performance, human resources, local area marketing and communication, and business analysis, development and project implementation.

In her former role at Wesfarmers Limited, Fiona was responsible for developing the award-winning Wesfarmers Arts sponsorships program, and managing and developing the company's art collection. Fiona has held positions at the Perth International Arts Festival and Lamont's Food and Wine, and was the recipient of a State Government travel scholarship to fulfil a four-month secondment to the Department of Membership and Development of the Museum of Modern Art in New York.

Fiona was a winner of the Business News '40under40' awards (2002), and holds a Bachelor of Arts (Fine Arts), a Bachelor of Architecture, a Graduate Diploma of Business and a Master of Business Administration (Advanced). She is a member of the Board of the Art Gallery of Western Australia, the WA Planning Commission's Central Perth Planning Committee and the East Perth Redevelopment Authority.

Fiona lives in Perth with her husband and enjoys travelling, dining out and keeping fit with regular runs.