

# Profile - Kathryn Williams

B.Bus, ASA, AIMC, AAFA, MPRIA



Kathryn brings together unique financial skills, knowledge, and competencies in the extremely competitive industry of Advertising, Public Relations, Marketing, and Digital Media.

She is an experienced business woman with international coverage that spans more than twenty years across Europe and Australia where she offers her services as a consultant, mentor, coach, workshop facilitator and keynote speaker.

Kathryn is a member of the Institute of Management Consultants (IMC) NSW Chapter where she holds a number of committee positions including: Foundation Chairperson for the AGSM Entrepreneurial Consultants Program their MBA full time and part time students, and founder and host of the "Show Me The Money!" financial module for the Advertising Federation of Australia (AFA) AdSchool accredited course and the Public Relations Institute of Australia (PRIA).

Academically, Kathryn graduated from RMIT with a Bachelor of Business major in accountancy. Her initiatives and business experience has gained her respect as a highly sort after individual culminating in positions including: NSW Department of Regional State and Development (DSRD) approved mentor for the Women In Business Mentor Program, workshop facilitator, and business coach. Kathryn is also a former Convener of the NSW CPA Women In Business Discussion Group.

A strong supporter of the Australian Business Women's Network (ABN), Working Women's Network, and other networking bodies, Kathryn participates in local and international public speaking circuit through her membership with Toastmasters International, Eastern Suburbs Business Enterprise Centre (esbec), CPA discussion groups, and The Knowledge Group Malaysia.

Kathryn's global experience in chartered accounting, marketing, and the new communication sector has equipped her with the necessary skills and know-how to secure Finance Director, General Manager, executive and board positions with a number of local and international companies - Clemenger BBDO, Pepe Jeans, United News and Media, 20<sup>th</sup> Century Fox - liaising with business counterparts in London, Amsterdam, Brussels, Paris, Los Angeles and New York.

In 2003 Kathryn launched her Finance and Business Consultancy which focused on the small to medium sized enterprise (SME's) sector in the UK. Kathryn's legacy included; direct improvement in the financial and business systems and related controls, the designing of operational and financial budgets, the establishment of organisational KPI's, business growth through acquisition of new clients, cost control and improved cash flow performance, and optimization of investment in and management of human capital.

Following 10 years in the UK, Kathryn returned to Australia to establish *Kathryn's Mint* and create The Small Biz Wiz series.

With over 1.7 million SME businesses in Australia - there is significant market demand for experienced consultants like Kathryn to add value in the SME sector - The Small Biz Wiz is part of Kathryn's vision to share her knowledge and experience with business owners and managers to improve their business knowledge, build relationships and provide a supportive environment for personal as well as professional development and growth.

Kathryn is the Small Biz Wiz<sup>®</sup> and is a financial soul mate<sup>®</sup> for business owners.



<http://www.kathrynmint.com.au>