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Sarah Richardson – aspiring director from WA

After two decades of senior marketing, sales, strategic planning and general management positions in several business-to-business and consumer branded companies in the US, France and Sydney, Sarah Richardson set up her own management consulting business in Western Australia in early 2004. She is currently Managing Director, Sarah Richardson Consulting Pty Ltd and now has an interest in contributing at board level. This year, Ms Richardson was the national recipient of the WOB Corporate Governance Scholarship and recently successfully completed the AICD Company Directors Course which she found very informative and developmental.

Ms Richardson brings an unusual blend of experience and skills to the board arena. While there are many accountants in board positions, there are very few marketers – and particularly few marketers with financial skills. After qualifying and working as a Management Accountant for British Petroleum in New Zealand, she moved with the assistance of a Fulbright Grant to the US where she gained an MBA (Honours) Marketing/Finance from the University of Chicago. Following almost a decade overseas in strategic planning for NutraSweet in the US and international marketing for Yoplait in France, Ms Richardson relocated to Sydney and spent another decade in senior marketing and sales positions for Kellogg's, CCH, Johnson & Johnson and Radda, a small family owned importer and producer of globally branded craft products distributing to many small retailers and chain stores across Australia. During these 20 years she developed financial and corporate governance skills including acquisitions integration and turnaround experience.

Recently profiled in the leading state business paper, WA Business News ([click here to read the article](#)), Ms Richardson offers business advice to Managing Directors and owners who may not have a full-time senior marketer or who are looking for an objective outside review. Her company consults across resources, tourism, retail, franchising, government, consumer products, industrial, and technology sectors. Providing broad strategic direction, Ms Richardson often works with the CEO and board in an ongoing capacity.

She is an active member of Chamber of Commerce & Industry and recently was invited to participate in their SME Policy Committee, Rotary including roles on Fundraising Committee and Website Marketing Committee, Australian Institute of Company Directors (GAICD) and Australian Marketing Institute (CPM). Appointed by the Kellogg's Managing Director, Ms Richardson was the Kellogg's representative on an Australian Association of National Advertisers' committee making recommendations on advertising to children. She has held a variety of 'quasi' board roles, has financial and corporate governance skills, 23 years in senior marketing roles and has established a growing small business in Western Australia.

Organisations of particular interest for board participation are non-profits and private family companies encountering significant change. Sarah Richardson can be contacted at srichardson@srconsulting.com.au

WA Business news article is at http://www.womenonboards.org.au/pubs/0711_richardson.htm

Sarah Richardson - the continuing story - November 2009 update

At the November, 2009 Board Meeting of Workability Sarah was appointed a Board Director. Workability is a charitable organisation supporting people with disabilities, mental health problems and those marginalised within the community. Utilising a unique 'whole of life' approach they provide comprehensive vocational and personal development programs assisting individuals to achieve greater independence, community participation and life satisfaction.

Workability respects diversity among peoples and cultures, and is committed to meeting the Disability Service Standards and National Standards for Mental Health Services. Workability is accredited by International Standards Certification Pty Ltd.

Since 1988 Workability has assisted over 3500 people into sustainable employment, collaborating with 780 employers across the Perth and Peel regions. They receive funds from the Department of Education, Employment & Workplace Relations, the State Government Disability Services Commission, the Department of Education and Training, the Department of the Attorney General Western Australia and LotteryWest.

Sarah Richardson brings to the Workability Board 24 years of corporate experience in large multinational companies and the SME sector along with understanding and experience in the Not for Profit area through management of CSR programs at Kellogg's, involvement at Rotary and collaboration with Princess Margaret Hospital on behalf of Rotary. She is also an active volunteer with Meals on Wheels in Perth.

Sarah has also been responsible for organising several large fundraising events and multiple small fundraisers from program concept development through to full event review.

She spent 18 years in senior marketing, sales and general management positions in several branded consumer and B2b organisations in the United States, Europe and Australia prior to establishing her management consultancy six years ago on relocation to Perth.

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