

Sarah Richardson Consulting Pty Ltd

Sarah Richardson Appointed to ProPortion Foods Advisory Board April 2015

In April 2015 Sarah Richardson was appointed as Member of the Advisory Board of ProPortion Foods Pty Ltd (www.proportionfoods.com.au). Established in 2001, ProPortion Foods is an entrepreneurial Australian foodservice firm offering high quality portion controlled snacks and desserts under the brands *Perfect Portions*, *Smartserve*[™] and *That!*[™]. ProPortion Foods' main focus is in the supply of tailored, nutritionally compliant foods to institutional healthcare caterers. *Perfect Portions* is a range of single serve cakes, pies, puddings and muffins. Developed in collaboration with hospital dieticians, *Smartserve*[™] functional desserts are nutrient dense, easy to swallow and delicious – well suited for those on texture modified diets. Sold in Woolworths, *That!* is a kids milkshake and dairy snack range without preservatives, artificial flavours or colours. ProPortion Foods offers large corporate contract and Government tender experience, an established team of food technologists and product engineers, manufacturing in HACCP accredited facilities, and quality control systems incorporating rigorous laboratory testing for microbiological integrity.

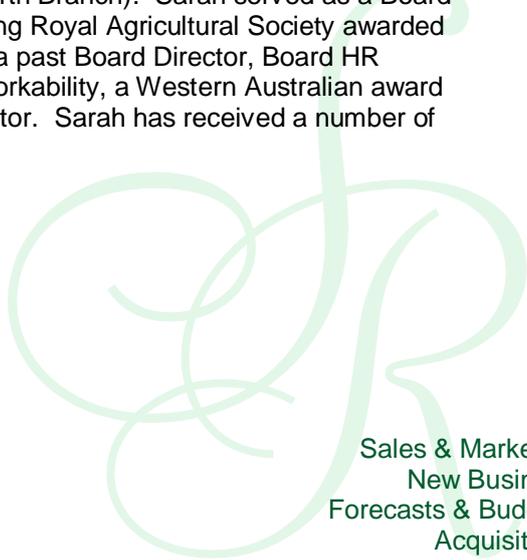
Sarah brings to the ProPortion Advisory Board 25 years of corporate experience in large multinational companies, the SME sector and not-for-profits. She spent 18 years in senior marketing, sales and general management positions in several branded consumer and B2b organisations in the United States, Europe and Australia prior to establishing her management consultancy a decade ago. She has strategic, financial and corporate governance skills including business commercialisation and development, acquisitions integration and turnaround experience.

Sarah is Managing Director of Sarah Richardson Consulting (part time), consulting across FMCG, retail, resources, tourism, franchising, not-for-profit, government, industrial and technology sectors.

Established in Perth in early 2004, the consultancy relocated to Sydney in 2010 when Sarah began a leadership career in the charity sector, first as Head of Marketing & Communications at St James Ethics Centre and later as Communications Manager at Wesley Mission.

Sarah holds a BA, BCA and MBA (Hons). She is a member of Australian Marketing Institute (Associate Fellow, CPM), Women on Boards, Australian Fulbright Alumni Association and University of Chicago Alumni Association (Founder and former Chair, Perth Branch). Sarah served as a Board Director at First Vintage Pty Ltd, a technology start up supplying Royal Agricultural Society awarded wines not available through mainstream bottle shops. She is a past Board Director, Board HR Committee Chair and Board Marketing Committee Chair of Workability, a Western Australian award winning not-for-profit in the disability employment services sector. Sarah has received a number of awards for her corporate, not-for-profit and consultancy work.

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