

BELINDA PARIS

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CHIEF SALES & MARKETING OFFICER

FINANCIAL SERVICES, TELECOMMUNICATIONS, AND PROFESSIONAL SERVICES COMPANIES

“Driving Optimal Growth via Effective Channel Sales Delivery, Customer Engagement, and People Leadership.”

12+ Highly Successful Omni-Channel Sales & Marketing Leadership Roles at Adelaide Bank (Formerly First National)

Target-Driven Business Development Strategist — accomplished in propelling growth and eliminating regulatory risks across omni-distribution channels (call centre and digital). Partners with multiple senior stakeholders on developing scalable channel marketing solutions, streamlining robust operational processes, establishing compliant sales delivery protocols, championing strategic insurance/financial services programs, and building high-performing Salesforce culture.

Intense B2C Sales Leader — with proven success providing top-level growth development leadership, strategic oversight, and marketing direction to drive sales, outpace industry competitors, and expand product portfolios—via strategy development, new product introduction (NPI), market research, and cross-selling across Australia and New Zealand (ANZ).

Superb Relationship Builder — who’s skilled at forging win-win stakeholder relationships and swiftly navigating complex business environments to enhance client acquisition and retention based on set corporate and business goals.

Chosen to attend multiple First National’s globally known Leadership Training Programs (“Crontonville” courses)

VALUE OFFERING

General Management – Operations Management – Portfolio Management – Strategy Development

Product Management (Delivery & Distribution) – Business Development – Change Management – Process Improvement

Data & Market Analytics – Key Account Management – Negotiation & Closing – Budgeting & Cost Control

Multi-Channel Partnerships – Campaigns & Promotions – Sales Planning & Forecasting – Culture Transformation

Relationship Management – Digital Marketing – Business Project Management – Risk Management

Regulatory Compliance – Upselling / Cross Selling – Stakeholder Management – Senior-Level Reporting – Staff Training

PERFORMANCE & CAREER IMPACT

GROWTH MANAGEMENT: Instrumental in helping establish Adelaide Bank from the ground up—after successful sale of First National to a Private Equity firm—via strategy development, sales and marketing optimisation, and project management.

CUSTOMER SERVICE EXCELLENCE: Improved client service delivery and eliminated potential client misrepresentations by launching new customer-centric program embedded with metrics-driven call methodology focused on call quality rather than sales conversion—adopted across all business due to positive results after running successful review of 2.6K+ client calls.

COST SAVING GENERATION: Produced \$1M staff savings with increased sales after securing approval from all relevant stakeholders to streamline call centre operations in New Zealand via routing all sales calls in Australia.

PROFESSIONAL EXPERIENCE

ADELAIDE BANK (FORMERLY FIRST NATIONAL) | ADELAIDE, SA | 2005 — CURRENT

An independent financial services provider specialising in sales finance, credit cards, and personal loans, mortgages and insurance products with more than 3 million customers across Australia and New Zealand.

HEAD OF BUSINESS DEVELOPMENT AND STRATEGY – INSURANCE | 2017 – CURRENT

Positioned into new senior strategy management and business development role after restructuring—overseeing 3rd party relationship management, regulatory compliance, project management, and growth delivery across Australia and New Zealand (ANZ). Served as Responsible Manager with APRA, ASIC, and RBNZ. Key insurance representative to Board meetings to ensure good governance within highly regulated business environment.

Helped build Adelaide Bank from the ground up—after successful sale of First National to 3 PE firms

- **Satisfied ASIC (industry-wide regulator) audit compliance requirements** after leading major work program.
- **Evaded potential corporate and regulatory risks** by successfully rescinding 10-year contractual relationship with a 3rd party supplier and facilitating complete overhaul of existing call centre team (30+ employees) prior end of 2018.

CHANNEL GROWTH & DELIVERY DIRECTOR | 2015 – 2017

Promoted to senior leadership role to drive compliant sales growth of all distribution channels (call centre and digital) across Australia and New Zealand covering internal and 3rd party insurance products. Led newly combined New Zealand and Australian sales teams with \$100M+ P&L and \$5M OPEX oversight. Managed multiple strategic programs and initiatives.

Boosted sales, cut costs, and enforced strict compliance measures by effectively managing stakeholder relationships

- **Achieved top sales targets in almost 3 years** after revitalising strained NZ stakeholder relationship via intensive collaboration meetings and consultative communications.
- **Improved client service delivery and eliminated potential client misrepresentations** by developing and launching new customer-centric program embedded with metrics-driven call methodology focused on quality of calls rather than sales conversion—adopted across all business due to positive results after running successful review of 2.6K+ client calls.
- **Generated \$1M staff savings with increased sales** after securing approval from all stakeholders to streamline call centre operations in New Zealand via routing all sales calls in Australia.
- **Launched industry-first, customer friendly 5 digital Product Disclosure Statement (PDS)** to help customers better understand the insurance products—<https://pds.gomastercard.com.au/>.

PRODUCT DELIVERY LEADER (FIRST NATIONAL) | 2012 – 2015

Led all business transformation projects supporting all growth initiatives, including product development, pricing strategy, distribution channel restructuring, business rebranding, process improvement, and project management.

Designed and implemented operational structure to support project delivery of Insurance business

- **Built project delivery function from the ground up**—successfully creating standard processes, implementing metrics, and establishing cross-functional interactions throughout the business to optimise projects and initiatives.
- **Updated 20K+ existing highly critical document materials (promoting Adelaide Bank Brand)** covering items in New Zealand, 3rd Party Suppliers, and Legal Contracts after sale of First National's consumer arm to a Private Equity firm.

ACTING MARKETING DIRECTOR (FIRST NATIONAL) | 2009 – 2012

MARKETING LEADER (FIRST NATIONAL) | 2007 – 2009

Served as key insurance marketing representative to senior management team, overseeing all aspects of regulatory marketing activities, delivering cross-sell strategies, and optimising digital sales delivery. Managed \$2.4M OPEX budget.

Recognised as Digital Customer Engagement Program Champion

- **Improved product strategy development** after leading comprehensive “customer segment” research project that identified market competitors of different insurance/finance products.
- **Grew digital (insurance) sales** after growing digital channels through creation of new online sales channel.

BUSINESS DEVELOPMENT MANAGER – BRANCH CHANNEL (FIRST NATIONAL) | 2006 – 2007
MARKETING & BUSINESS DEVELOPMENT MANAGER – CARDS (FIRST NATIONAL) | 2005 – 2006
MARKETING PROGRAM SPECIALIST (FIRST NATIONAL) | 2005

Drove business development initiatives for entire branch to grow insurance sales, including relationship building, program management, channel sales optimisation, data and market analytics, process improvement, and senior-level sales reporting. Directed planning, development, and deployment of strategic marketing initiatives for insurance products aligned with overall distribution channel sales strategy. Created sales-centric communications and cross-sell sales scripts (inbound and outbound).

Acted as Subject Matter Expert (SME) and Insurance Point-of-Contact (POC) for branch network

- **Increased overall branch sales performance** after streamlining channel sales processes and procedures.
- **Improved staff productivity and engagement** by delivering highly successful “Summit Club” program (annual reward and recognition) for Australian credit card and branch channel sellers in 2006 and 2007 (setup).
- **Doubled conversion sales** by creating and implementing new inbound and outbound sales scripts for insurance business.

EARLY CAREER

MARKETING EXECUTIVE, AUSTRALIAN EXECUTIVE, SYDNEY, NSW

MARKETING ACCOUNT CONSULTANT, ASTERON, SYDNEY, NSW

CORPORATE COMMUNICATIONS CONSULTANT, HISCOX INSURANCE PLC, LONDON, UK

PROCESS CONSULTANT – MEDIA & TELECOMMUNICATIONS, ACCENTURE, SYDNEY, NSW

CREDENTIALS

Master of Business Administration (MBA), May 2021 Commencing
Australian Institute of Business

Bachelor of Business: International Business & Accounting Majors, 2000
University of Technology, Sydney, NSW

Responsible Manager Training, 2017 & 2018
Kaplan

Navigating Wicked Problems, 2016
MGSM, Sydney, NSW

CAP Training, 2013

New Manager Development Course, 2013

Leadership Development Course, 2010

Finance for Non-Financial Professionals, 2009

Project Management, 2008

Foundations of Leadership, 2008
First National, Sydney, Perth, and Melbourne

Strategic Marketing Planning, 2007
Sydney University, Sydney, NSW

Advance Direct Marketing Copywriting, 2007
Australian Direct Marketing Association, Sydney, NSW

Search Marketing, 2007
Search Summit, Sydney, NSW

Corporate Sponsorship, 2004
Hawksmere Training, London, UK