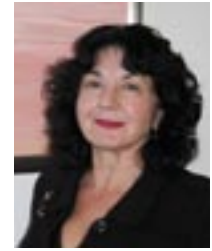


Maria Charlton



Skills and Experience

Marketing Management

Planned and designed market strategies for national firms, including Macarthur Regional Organisation of Councils, Records Management Association of Australia, SKF International, and Computervision. Implemented market strategies and plans for regional and national companies such as MACROC, SKF International, Newcastle Airport, Records Management Association of Australia, CarLovers Carwash, Lingard Hospital and Intracare and the first Marketing Strategy and Plan for the Hunter.

Industry and Market Research

To help clients in the technology industry to assess their position in the market, Maria completed numerous regional and national industry research. Maria has also designed and completed systematic research to pinpoint the strategic direction of Machinemonitor, Honeysuckle Development Corporation, Macarthur Regional Organisation of Councils and numerous technology companies. Creative Communications Skills Has creative communication skills that make noticeable differences to the market presence of companies and projects. Designs and develops strategic communications strategies for economic development boards, national technology firms, manufacturing, consulting and distribution firms.

Market Feasibility Studies

Planned, designed and managed market feasibilities for economic development boards, tourism establishments, leisure centres, building projects, training firms, hospitals, educational facilities, marinas, light rail projects, shopping centres, port developments and technology companies.

Strategic Marketing Plans

Managed the completion of market plans for a wide variety of private firms and public firms to address issues such as market positioning, pricing levels, service mix, product mix, distribution pattern, catchment area and communications mix. Has extensive expertise in developing publicity, government relations, advertising, community and media relations.

Product Innovation

As well as establishing her own businesses Marketing Advisers for Professionals Pty Ltd, Maria has established and contributed to the success of a number of new firms in the Hunter, Central Coast and Sydney in the fields of economic development, land development, education, healthcare, technology, professional associations and training firms. She initiated and has managed the 'Fastest Growing Award®' for 8 years, and is the publisher of the regional best seller 'Hunter Food & Wine' that is now in its third edition. Maria is now developing three more online products - www.differentbride.com, www.newcastlebusiness.com and www.northsydneybusiness.com.au.

Personal Background and Family

Maria Charlton is trained in accounting, marketing, economics and management. She enjoys walking, Latin dancing, surfing and reading. Maria has a daughter, Carmen Beverley-Smith, who is a senior manager with Westpac and a grandson Thomas Spero.

Education

1997 Fellow - Australian Marketing Institute
1994 Certified Practising Marketer - Australian Marketing Institute
1989 Associate Examinations Australian Society of CPA's
1982 Master of Business Administration University of Newcastle
1976 Bachelor of Commerce University of Newcastle
1966 Teachers Certificate Newcastle Teachers College
1964 Leaving Certificate Newcastle Girls High School

Employment History

1988-current Managing Director
Marketing Advisers for Professionals Pty Ltd T/A MAP Marketing

1988 Part-time Lecturer in Marketing Professional Services
University of Newcastle

1987-1988 Marketing Consultant
Sanders and Associates

1986-1987 Lecturer, Business and Administration
Newcastle TAFE

1985 Marketing Manager HCA Lingard Hospital

1969-1984 High School Economics Teacher

Memberships and Associations

Certified Practising Marketer, Australian Marketing Institute
Fellow, Australian Marketing Institute
Member, Newcastle Business Club (first female member)
Past Chairperson HEDC Hunter Marketing Committee
Director Hippocrates Aged Care Association



Conference Speeches and Presentations

- Lower Hunter BEC
“Designing your Strategic Marketing Plan”
- Newcastle Junior Chamber of Commerce “Marketing Newcastle”
- NSW Mentor Program
“Designing your Strategic Marketing Plan”
- Institute of Chartered Accountants Congress 87
“Marketing, the Way to Set Your Own Horizons”
- I.I.R. Pty Ltd
“Marketing Your Hospital”
- Lake Macquarie City Council
“Direct Marketing”
- Australian Institute of Management
“Presenting Yourself with Confidence”
- The University of Newcastle
“Marketing Professional Practices”
- Institute of Surveyors
“Marketing Your Services”
- The University of Newcastle - MBA Students
“Strategic Marketing”
- Solicitors Practice Management Association
“Strategic Marketing”
- Newcastle Business Club
“Marketing Strategy for the Hunter”
- Business and State Development
“Investment Prospects in Macarthur”