

Tricia Sneddon DBA  
Human Capital & Business Strategist

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Diamond Impact was formed by Dr Patricia Sneddon who is recognized as a turnaround specialist having delivered HR consulting projects around the world for over 20 years. Major assignments focused on transformational change requiring the active engagement of the people to deliver “turnaround” results for the organisation. The programs delivered innovative and reframed thinking, and engagement strategies at the hands-on, operational management level.

Dr Sneddon has operated her own strategic consulting and recruitment firms as well as consulting to a number of companies on productivity and profit improvement, business turnaround in preparation for sale, and designed and delivered one of Australia’s largest government resizing projects involving over 6,000 people. Dr Sneddon has assisted a range of major ASX listed companies and Australia government departments including Australian Army, Canberra Parliamentary Authority and more. A range of corporate assignments directed by Dr Sneddon includes assisting investment and insurance companies in United Kingdom and New Zealand, delivering a corporate revitalisation program for Japanese oil refinery with American parent company, conducting a global feasibility studies in Asia, Eastern Europe and United States for global FMCG and transport companies, and was adviser to EDA since 2012 prior to appointment as Managing Director in 2018.

Industries Dr Sneddon has consulted to include airlines, banking and finance, insurance, power, confectionery, FMCG, telecommunications, Federal and Local government, petrochemical, manufacturing, professional services firms and building and architectural services. Some of Dr Sneddon’s assignments include:

- Group Chief Operating Officer of a publicly listed company with annual turnover in excess of \$380 million and multiple offices across all Australian States and Territories plus three international locations. Her brief was to improve the company’s financial performance and operating efficiencies across the group including the integration of new acquisitions.
- Interim Chief Executive Officer of an Australian, privately owned, strategic HR & recruitment company to prepare the business for sale. This required a dramatic financial turnaround, introduction of effective systems and technology and the development of a strong culture.
- Strategic Consultant to Publicly Listed Company delivering international services. This required the design a tracking/identifying key business initiatives and behaviour model to achieve greater collaboration within and between all 5 major business units; facilitation of Senior Executive business meetings to achieve a collaborative approach to critical decision making and resource allocations in line with new CEO’s behavioural change initiative; and to coach and mentor the Project Manager to develop business requirements and implement performance management system for 3,000 users.
- Interim Chief Executive Officer of a privately owned Allied Health provider requiring transformation to enable its rapid market expansion. Tricia was engaged as CEO two days per week to achieve significant turnaround and growth and to develop the business as an industry

leader. Achievements include 150% growth in clinic locations, 300% growth in staff, 300% increase in turnover with increase to 30% operating profit. These results were achieved by introducing technology efficiencies, process improvement, new selection criteria and building a collaborative team culture, performance management processes, active involvement in premises selection and renovation and executive coaching with the business owner and principal.

- Strategic Business Advisor to Board of Directors of a privately owned company to advise on strategic direction and business management of the group, and to provide mentoring and leadership to the Managing Director.

#### CAPABILITIES

- "C" Level Roles - Listed & Unlisted Company Management
- Corporate realignment, Change & Business Transformation
- Business Process Review and Analysis
- Thought Leadership
- IPO, Capital Raising & Investor Relations
- Culture & Brand Alignment
- Leadership, Talent Management, Succession Planning & Recruitment
- Technology Optimisation, Vendor Selection, Implementation & Review  
*(Taleo, SAP, Success Factors, PeopleSoft)*
- Collaborative Team Development
- Employee Engagement
- Executive Coaching & Employee Transition
- Media & Public Speaking