



DEFINING SUCCESS

Sofitel Melbourne, 30-31 Oct 2007

SWB 2007 CONFERENCE PROGRAM

Tuesday 30 October 2007

10:30am - 11:30am Success & Balance

Flexibility, work life balance - a contentious issue*

- * Helen Wiseman - Tax Partner, KPMG
- * Karen Muddell - Marketing Operations Manager, IBM
- * Sandra Pigdon - Corporate Finance Manager, ALCOA
- * Tracey Sturgeon - Credit Executive in International Risk, ANZ



Karen Muddell

Karen Muddell has had a diverse career with IBM for over 12 years, 10 of which have been in marketing. She is currently the Marketing Operations Manager for A/NZ and is responsible for overseeing the management system, operational processes and business controls for the 100+ marketing team at IBM.

Almost 12 months ago Karen started her own business part time, Mind Body Motion™, which offers outdoor fitness solutions. This business is the actualisation of a 17 year passion with health, wellness and fitness. She operates her business 6 days a week, whilst successfully managing her corporate career.