



CASSANDRA KELLY

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Chair, Pottinger; Director, Flight Centre Travel Group

Cassandra Kelly is an experienced international director, corporate advisor, entrepreneur and philanthropist. She has lived in Africa, Asia, North America and Europe. Her industry experience spans agriculture, consumer products, energy and resources, financial services, infrastructure, technology, digital media, and tourism. She brings expertise in finance, risk, sustainability and proven success in building successful global businesses.

She was recognized in Australia in 2012 in the “Women of Influence” awards as one of the most influential women on boards and in management. In 2014 she was awarded the *In Style* magazine Business Woman of Style.

She is also chair for Pottinger and Pottinger Analytics, a multiple award-winning company she co-founded in 2003, enabling leaders to make informed decisions and achieve strategic transformations that stand the test of time. She has clients in most of the world’s major economies. Pottinger has been recognized by the Australian government as a benchmark for productivity and staff development.

Internationally regarded, she continues as an expert advisor to the G20/B20 on matters of infrastructure. In 2014

Kelly spoke at the G20 Finance Ministers’ and Reserve Bank Governors’ Meeting. By invitation, she has spoken in the UAE, Malaysia and Japan on the importance of gender equality.

One of her directorships is for Flight Centre Travel Group, one of Australia’s most iconic businesses. As a nonexecutive director, it brings her great satisfaction to provide insight on strategic and international growth.

Evolution in the Boardroom: “Companies that acknowledge the current climate of unprecedented change and constrained global resources will recognize that past ways will not be what leads to success in the future. These companies will find ways to adapt, starting with board diversity – not just of gender, but background, perspective, age and ethnicity. As the boardroom evolves, and the movement has already begun, we begin to see the benefits. Board directors are spending more time looking up, out and forward as opposed to looking in the rear view mirror. With the benefit of rigorous thinking and data-informed decision making, directors are able to be bolder and braver. They are able to give more thought to investing in tomorrow’s opportunity as opposed to maintaining the core.” ■