



LAURA RAYMER
Managing Director
B Bus FCA FAICD

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Current Role

CFO Strategic Managing Director and Founder, Laura Raymer has over 20 years of experience in executive and board positions with companies ranging from small incorporated to multinational organisations in a variety of industries in Australia, Europe and North America.

Specialist areas

Strategy development, business planning, competitive acquisitions, joint venture negotiations and due diligence. Corporate restructuring, business turnaround, reorganisation and improvement of finance functions and other operational departments. Board governance, reporting, and effectiveness.

Companies

Deloitte (Australia), PricewaterhouseCoopers (UK). IBM Global Services, AOL|7, International Game Technology Pty Ltd, various ASX listed (including top 100), private equity managers and investees, and various private companies.

Professional Memberships and Contributions

Laura holds a Bachelor of Business from Queensland University of Technology. She is a Fellow of the Institute of Chartered Accountants and a Fellow of the Australian Institute of Company Directors. She is a member of Family Business Australia.

Experience

Laura has extensive experience in the technology, media and communications, gaming and manufacturing environments in Australia and she has worked overseas with multinational organisations in a variety of industries. This experience enabled her to improve operational effectiveness in environments characterised by dynamic change and complex regulatory issues. She has also been involved as CFO for private equity firms and their investees, business transformations of family and Not-for-profit organisations and a number of technology startups.

She works closely with CEOs, Boards and executive teams developing integrated strategic and operational plans, and facilitating their achievement through the creation of high performing motivated operational teams. She led corporate teams through major acquisitions and joint ventures providing strategic focus and creating innovative structures and ensuring operationally successful integrations.

Laura has proven experience as a senior finance executive having performed the roles of CFO, Company Secretary and Operations Director.

Recent roles

Business model restructure and financial analysis for debt restructuring, turnaround consulting and trade sale for an industrial machinery designer and manufacturer, succession planning and implementation for a family business, and company secretarial roles for commercial and for purpose organisations.