

Suzanne Mercier **Founder & CEO of Purpose to Profit**

Suzanne is a performance catalyst working with organisations and individuals to help develop their potential. She is considered to be Australia's expert on identifying and moving beyond limiting mindsets including the Imposter Syndrome, a key barrier to performance. Her focus on helping establish high performing organisations and removing the barriers to performance for talented Leaders and Managers has improved employee engagement and enhanced performance at every level !



As the first woman on the Board of Directors at George Patterson Advertising and a strategy planner for the agency, Suzanne created maximum customer engagement for leading brands in banking, food, cosmetics, animal products, beverages, fine china and crystal.

In her high level marketing roles with Coca Cola Amatil and Schwarzkopf, She was responsible for the launch of several well-known fast moving consumer goods brands that remain on the shelves today.

For more than 20 years, Suzanne has run her own business and for the past 15 years, has focussed on speaking, training, coaching and facilitative consulting to create sustainable and profitable organisations & associations. Her Clients come from a wide variety of industries including shopping centre management, higher education, financial services, insurance, technology, heavy equipment, health, fitness, cosmetics, commercial real estate, publishing and industry associations.

Suzanne develops and delivers transformational keynotes, experiential workshops, facilitative consulting, mentoring and executive coaching designed to shift mindsets that block success, to free leaders up to transform their impact, to improve management capability, lift sales results and identify potential to enhance business performance.

She is a thought provoking speaker and a published author: Her most recent book "Liberate Leadership. How the Imposter Syndrome undermines leadership capability and what to do about it" was released in August, 2012.

