



Chief Executive Women

Women leaders enabling women leaders

MEDIA RELEASE

17 October 2016

Two CEW Scholars off to INSEAD to study management in Asia

Chief Executive Women (CEW) today announced Rebecca Lowde of Salmat Limited and Kate Axup of Allens have each won a scholarship to attend the highly regarded International Management in Asia Program at INSEAD, Singapore in November 2016.

The scholarships are for senior executive women with responsibility for driving forward the business of their organisation in Asia.

“At a time when many Australian businesses are deepening their engagement in Asia, CEW is pleased to support the professional development of senior executive women currently working with colleagues and businesses across the region,” said Belinda Gibson, CEW Scholarships Committee Chair.

The winners

Rebecca Lowde is Chief Financial Officer of Salmat Limited, a marketing services company listed on the ASX. Prior to her current role she was Executive Director at Bravura Solutions. Rebecca has an extensive background in managing finance, contracts, strategy, mergers and acquisitions, budgeting and sales, and has a proven track record managing large, multi-cultural teams from around the world including the EMEA and Asia Pacific regions.

Rebecca expects the course will help her advance her company’s Asia strategy, and in doing so provide other women with opportunities they may not have otherwise had.

“Doing business in Asia is very different to Australia. Understanding cultural differences and how to manage them, including attitudes towards gender, is crucial to the success of any organisation operating in the region.

“The challenge of foreignness in Asia cannot be underestimated, so programs like the IMAP, which are aimed at improving knowledge of culture and how to do business in the region, are essential,” Rebecca said.

Kate Axup is a partner at Allens, one of Australia's leading international law firms. Kate practices in the firm's energy, resources and infrastructure group, with a particular focus on renewable energy and advises clients on project developments, acquisitions and divestments. Kate has spent almost half her career working in China with Allens, including in the firm's Hong Kong, Shanghai and Beijing offices. Kate leads Allens' China practice and is a Mandarin speaker.

Kate expects the program will help her improve her strategic management and planning skills, and help her set the direction of Allens' China practice.

"The Asian market is crowded, and it's naïve for Western-headquartered businesses to assume they will succeed in Asia merely because they have been successful in their home markets. Any business looking to grow its Asian operations over the next ten years must first be able to articulate what its competitive advantage will be in that market" said Kate.

The scholarship

The scholarship will enable Rebecca and Kate to participate in the International Management in Asia Program (IMAP) at INSEAD, Singapore. IMAP is the leading senior-level strategic management program focusing on Asia. It's designed to help experienced managers beat the 'liability of foreignness' – and gain the edge on the competition. The program gives participants a better understanding of how to devise and implement competitive strategies for growing or expanding their businesses in the region.

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About CEW Scholars <http://cew.org.au/scholarships/>

The CEW Scholars program enables women leaders by supporting them at critical junctures in their careers, from their first management roles to top executive positions. More than 100 women have been awarded scholarships to business schools in Australia and internationally since CEW commenced its executive program for women leaders in 1992.

Chief Executive Women will award 18 scholarships in 2016. The 2017 CEW Scholars program will open for applications in December 2016.

About Chief Executive Women (www.cew.org.au)

Chief Executive Women is the pre-eminent organisation representing more than 370 of Australia's most senior women from the corporate, public, academic and not-for-profit sectors. Its mission is "women leaders enabling women leaders". Through advocacy, targeted programs and scholarships, CEW works to remove the barriers to women's progression and ensure equal opportunity for prosperity. CEW offers innovative and substantive programs aimed at enabling women's participation and future leadership.

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