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## ELIZA GOLDBERG

### PROFESSIONAL PROFILE

A senior executive with over 10 years' experience in local and domestic finance markets, and a proven ability to oversee international budgets and generate revenue.

### KEY SKILLS

- Executive strategy formulation leading to profit increase
- Unique approach to customer base growth
- Creative international development strategy implementation
- Recognised in New Zealand Innovation Awards

### WORK EXPERIENCE

#### Executive Officer

Westle Banking Services

2016 – current | Wellington, New Zealand

At Westle Banking Services, I was appointed to an executive leadership position overseeing a team of eight to implement the company's business strategy and drive profits.

- Ideate and implement risk management strategy
- Liaise weekly with international teams to build organisational capacity
- Responsible for growing international team by minimum of 15% in current financial year
- Guarantee competitive interest rates for Westle Gold clients of 4.5%
- Increase volume and frequency of customer insights used to inform policy and procedure

#### Senior Executive

United Bankers

2009 – 2015 | Wellington, New Zealand

At United Bankers I led a team of four in creating unique and innovative strategy to increase our customer base and generate leads for wider organisational growth.

- 2013/14 financial year customer base increase of 3%
- 2014/15 financial year customer base increase of 9%
- Seconded to Hong Kong and Singapore to develop capacity of international management teams and increase organisational productivity by 17% and professional development opportunities for international team by 31%

### Senior Financial Adviser

Butler & Cormach Ltd.

2004 – 2008 | Wellington, New Zealand

While finishing my Fellowship with Victoria Business School, I commenced work with Butler & Cormach Ltd. in their Global Development team.

- Used findings from research fellowship to inform global strategy
- Implemented financial communication tool EcomComm to improve communications with international partners
- 2005/06 financial year I negotiated partnership with app Fund Fast World to increase speed of transfer for customers by 48%
- 2005/06 financial year customer base increase of 26%

### **EDUCATION**

Research Fellowship

International Finance and Collaborative Global Development

University of Auckland Business School Executive Education

2000 - 2004

Masters of Business Administration

Victoria Business School, Wellington

1996-1999

Bachelor of Economics

University of Waikato

1994-1996

### **MEMBERSHIPS**

Board Member

Finance Me

2015 – Current | Wellington, New Zealand

Program Adviser

Young Innovators Program

University of Waikato

2002 - 2004

**REFERENCES:** Available upon request