**Visionary**
Justine Parsons

- People & Culture
- Business Development Opportunities
- Big Problem Solver
- Big Client Relationships
- New Ideas / Big Opportunities

**Integrator**
Sue Balcomb

- LMA (leadership, management, accountability)
- Profit & Loss / Business Plan
- Remove Obstacles & Barriers
- Special Project Management
- Statistical/metric focused

**Sales/Mktg**
Justine Parsons

- LMA
- Lead Attraction (contractors & clients)
- Hitting Scoreboard Targets
- Lead Conversation
- Plan and Process

**Operations**
Nikki Larbey

- LMA
- Accurate and Quality Services that deliver our promise
- Onboarding & Resource Mgmnt
- Process Management
- Client Satisfaction

**Finance**
Hazel Raye

- LMA
- Cashflow Projections
- Budget & Financial Reporting
- AR/AP
- Costing & Profitability

**MARKETING TEAM**

- LMA
- Customer Service
- Following best practice with consistent processes

**EXPERTISE TEAM**

- LMA
- Customer Service
- Following best practice with consistent processes

**ADMIN/EA TEAM**

- LMA
- Customer Service
- Following best practice with consistent processes

**VBM Team**

- LMA
- Customer Service
- Follow best practice with consistent processes

**FRACTIONAL INTEGRATOR TEAM**

- LMA
- Customer Service
- Follow best practice with consistent processes

**OFFSHORE TEAM**

- LMA
- Customer Service
- Follow best practice with consistent processes

**ACCOUNTS TEAM**

- Invoicing
- Money collection
- Bills paid
- Payroll
- Accurate accounts
- Reconciliations
- GST



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