



Media Release

Seaview Consulting Appointment of New Director Delivers Business Boost

Friday August 31, 2012. Seaview Consulting co founder and Director Bob Neill has confirmed the appointment of David Fotheringham and the move to larger head office premises earlier this year in May has been reflected in an increased flow of enquiries and growth opportunities for the Melbourne headquartered business improvement consultancy.

Seaview Consulting was established in May 2010 by Bob Neill and fellow co-founder and Director Corinna Dieters to provide specialist growth focussed advice services to financial planning practices and dealer groups seeking to build long term sustainable value in their businesses.

“The rapid success of Seaview Consulting since we began just over two years ago required boosting the consulting team with the addition of new Director David Fotheringham,” said Bob Neill.

“David’s outstanding background and extensive range of operational integration skills, has played a significant role in further enhancing and extending Seaview Consulting’s marketplace offering and client service activities. An example of this has been the further deepening and refinement of Seaview Consulting’s Business Capability Index, a unique assessment tool that helps measure how sustainable a business is.”

“Whilst no two businesses are alike the Business Capability Index identifies and assesses how well supported the real drivers of value are in a business. Tools like these are essential to a business’s ability to critically identify its strengths and weaknesses for future improvement.”

Prior to joining Seaview Consulting, David Fotheringham has held directorships and was an executive and a consultant to local and global enterprises here in Australia as well as the UK, in a variety of industries including broadcasting, publishing and distribution, professional and financial services.

Some of David’s previous roles included Chief Financial and Operations Officer for both a listed broking firm and a \$1B Credit Union.

Bob Neill concluded, “Business models are changing rapidly due to technology and regulatory change, professional service firms are seeking the services of industry specialists and proven business experts to assist them develop and implement new processes that will ensure the attainment of their long term business growth and success aspirations.

“The decision to appoint David Fotheringham and office relocation reflects Seaview Consulting’s confidence in the future and expands Seaview’s operational change implementation services that enable it to be in a position to assist practices and dealer groups to attain their objectives.”

Issued by Seaview Consulting www.seaviewconsulting.com.au

Media Enquiries: Mr. Joe Perri
 Joe Perri & Associates Pty Ltd
 Telephone / fax: +61 3 9324 0362
 Mobile: +61 412 112 545
 Email: jperri@joeperri.com.au