



## media release

# SME ASSOCIATION APPOINTS NEW CEO & INTERNATIONAL AMBASSADOR

Friday March 27, 2014. SME Association of Australia (SMEA) Chairman Craig West has announced that Greg Kay has been appointed the Association's new CEO and Dr Caroline Hong the organisation's International Ambassador.

Commenting further on the CEO appointment, Craig West said that Greg Kay brings substantial experience and leadership insight to the role gained through more than 25 years of executive management in the professional services sector.

During his professional career, Greg has also successfully worked in partnership with many SME businesses (which have spanned a wide range of industries), to introduce specific / customised and sustainable business improvement plans together with the development and implementation of growth strategies for businesses.

"The board was particularly impressed with Greg's executive leadership abilities, reputation as a sought after key strategic adviser and for his hands on experience in assisting SME owners to position their businesses for growth," added Craig West.

"Furthermore, Greg also has expertise in undertaking various change management roles, is acknowledged for addressing challenging projects with passion and for being a positive influence through the development of excellent personal relationships with business owners."

The SMEA board was pleased that the Association's founding CEO Dr Caroline Hong had accepted the invitation remain with the organisation in a newly created role of International Ambassador.

An Asia-Australia SME expert, Caroline Hong is recognized as an entrepreneur, business owner, international business authority, Asian Century engagement consultant and as an ambassador and advocate for SMEs.

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Commenting on the role, Craig West said that it reflected SMEA's commitment to building and maintaining linkages internationally, in particular with the rapidly growing economies of ASEAN.

Since its restructure and confirmation of Craig West as Chairman in February, the new look board has quickly set about implementing a number of key strategic initiatives and programs that will position SMEA as the peak body and leading voice of SMEs in Australia.

Earlier this week, the SMEA announced award winning business owner, broadcaster and City of Sydney Councillor Ms Angela Vithoukias had joined the Association's board as a director.

The addition of Angela Vithoukias was seen as an important achievement as the board sought to ensure that it was comprised of small business owners with personal experience and understanding of the real life issues and challenges addressed everyday by Australia's SME sector

"The appointment of the CEO was a further crucial objective for the board and we look forward to working closely with Greg as he leads SMEA into an exciting new phase and builds value for our members in the coming years," concluded Craig West.

ENDS

Issued by the SME Association of Australia [www.smea.org.au](http://www.smea.org.au)

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Pictured below – SME Association of Australia CEO Greg Kay and International Ambassador Dr Caroline Hong

