



## **Kara Wise**

### **Director, Commercial Partnerships and Mental Health**

Kara Wise is Director, Commercial Partnerships and Mental Health, for HSE Global and has over 25 years' experience helping organisations in the commercial, government and private sectors execute strategic solutions to realise business objectives and outcomes.

Kara is an internationally recognised customer-centric executive leader fluent at leading business innovation, strategy, business development and market expansion—all while delivering sustainable outcomes and results. A background in business strategy and analytics, she has more recently spent the last 15 years specialising in supporting and enabling organisations in HSE&W current state assessments and strategic planning, ISO alignment, cognitive behavioural therapy, exposure-based safety, neuroscience, safety leadership, culture change, mental health and wellbeing in the workplace.

She established and chaired the Global Thought Leadership Committee with numerous Governments, Logistics Organisations and Transport Authorities across Canada, UK and ANZ and has a proven history of mobilising individuals and teams on the change journey, empowering success through inspiration and competency building, and engendering passion and loyalty from teams to deliver maximum efficiency and financial outcomes.

As a founding member of the Australian Women in Franchising Council and committee member of the Australian Logistics Council, she has been a regular keynote speaker at industry conferences and client forums, and guided many of Australia's franchise operations, local councils, community groups, top 100 ASX organisations, defence and government entities on growth strategies, innovation systems, multi-channel media convergence, consumer behaviour, customer engagement strategy, omni-channel communication optimisation, health & safety strategies and business efficiency programs.

Kara is a former senior lecturer and subject leader on marketing, consumer behaviour, strategy, and research methodology at both Swinburne and Monash universities. She holds a Masters in Business from Monash University, Honors in collaboration with Texas Christian University and post-graduate degree in Design Thinking from Macquarie Graduate School of Management. Kara holds a Prime Ministers Award for Community Leadership and is accredited in Mental Health First Aid (MHFA)

Kara resides in Melbourne Australia and is committed to fitness, family and friends.