

# Media Release

Date: 07 June 2019

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## SuperConcepts confirms new Leader positions

SuperConcepts CEO Lara Bourguignon is pleased to announce two new appointments to the Leadership Team.

Annette Sheppard is appointed General Manager of Growth which oversees key account relationship management, sales and marketing functions for SuperConcepts.

Ms Sheppard previously held the National Sales Manager role and will continue to ensure clients receive the best possible service from our specialised experts.

Yasmin Omar-Meer is appointed General Manager of Strategy, Product & Price.

Ms Omar-Meer was previously Executive Manager of Marketing and a partner of More Super which was acquired by SuperConcepts in 2018.

"SuperConcepts has a strong culture of succession planning with our staff and I'm always pleased when we can reward homegrown talent and showcase the depth of talent and SMSF experience we have within the organisation," said Ms Bourguignon.

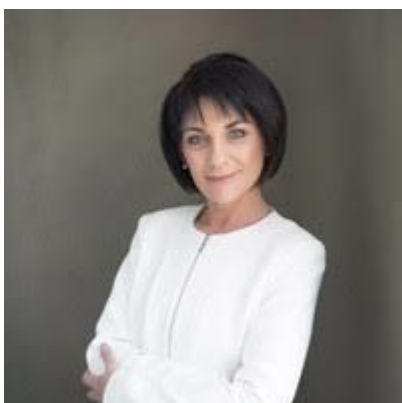
"These appointments are a testament to the hard work and commitment that Annette and Yasmin have demonstrated to our organisation and its customers.

"Annette will bring a strong customer view to our Leadership Team.

"Yasmin's appointment confirms the sense of entrepreneurialism that we will bring to product and strategy, ensuring our teams are agile and responsive to market trends and customer needs," said Ms Bourguignon.

### Biographies

#### **Annette Sheppard – General Manager Growth**



Annette's primary role is to ensure that clients receive the best possible service from our specialised services suite.

Annette has worked exclusively within the Self-Managed Super Fund industry for more than 13 years after previously holding various positions with Accounting and boutique Administration firms that serviced both SMSF's and Corporate and Industry Super Funds and formed the foundations where she developed her skills and passion for Superannuation.

Annette's industry insights help facilitate the opportunities for Accountants, Advisors, Lawyers and Stockbrokers to incorporate SMSF's within their service offering.

Before entering the financial services industry, Annette worked for a public utility where she developed specialist skills in contract administration and tendering.

Annette completed studies in business, superannuation management and financial planning and is a member of the SMSF Association and holds a professional certificate as a SMSF specialist advisor.

#### **Yasmin Omar-Meer – General Manager Product, Price, Strategy**



Yasmin was an equity partner in MORE Super for over 10 years where she helped develop the product strategy and sales and marketing functions before being acquired by SuperConcepts.

Prior to SuperConcepts and MORE Super, Yasmin held director positions at retail and healthcare and property development groups in her native South Africa. An experienced board director, Yasmin has been intimately involved in creating business strategy around products that serve market needs.

ENDS

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**About SuperConcepts**

SuperConcepts is a leading provider of self-managed superannuation fund (SMSF) administration, software and education services to SMSF trustees, accountants and financial advisers, servicing more than 11% of SMSF funds. SuperConcepts comprises a number of sub-brands including AMP SMSF, Ascend, Cavendish, MORE Super, Multiport, SMSF Managers, SuperConcepts, SuperIQ and superMate. Find out more at [www.superconcepts.com.au](http://www.superconcepts.com.au).