**CURRICULUM VITAE**

**Proposed role in the project:** Technical expert in communicating FTA’s to SMEs and building education and solutions to assist business

**Family name:** McAuley

**First names:** Lisa

**Date of birth:** 02/03/1982

**Passport holder:**  UK/ Australian

**Education:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Institution** | **Date from** | **Date to** | **Degree(s) or Diploma(s) obtained:** |
| E-1 | University of Sydney | 2001 | 2004 | Bes Economics (Social Sciences) |
| E-2 | UNSW | 2018 | Ongoing | Masters of International Business |

**Language skills:** indicate competence on a scale of A1 (basic) to C2 (proficient)

|  |  |  |  |
| --- | --- | --- | --- |
| **Language** | **Reading** | **Speaking** | **Writing** |
| English | C2 | C2 | C2 |
| French | A1 | A1 | A1 |
| Spanish | A1 | A1 | A1 |

**Other skills:**

Business management

Marketing

Communications

Social Media

Speaking

Pitching

Financial management

Board management

Operational and Organisational management

Research

Economic data analysis

Education delivery

Event Management

**Advisory roles:**

* WCO ecommerce committee
* Ecommerce Foundation
* The Global Trade Dialogue – ICC and WTO
* UNCEFT
* Australian Standards Committee for the ISO development of standards for Blockchain Technology
* Digital services committee for the Services sector development plans for Australia

Lisa has previously been an advisor to the Australian and Commonwealth Government on:

* OECD report on the competitiveness of Australia’s service sector (Australia)
* National Committee for Trade Facilitation (Australia)
* Steering Committee for the Prime Ministers’ ASEAN Summit (Australia)
* Australia and New Zealand Leadership Forum- focus on Non-Tariff Barriers (New Zealand and Australia)
* Advisor to APEC 2018- Trade Facilitation (APEC)
* All-Party Parliamentary Group for Trade Out of Poverty (UK)
* Our Shared, Prosperous Future: An agenda for values-led trade, inclusive growth and sustainable jobs for the Commonwealth (UK)

**Board roles:**

* Director of Cargohound
* Director of Yuluma Holdings
* Director of GTPServices Pty Ltd
* Director of GTAlliance USA Inc

**Present position: CEO**

**Years within the firm:** 4 years

**Key qualifications:**

International business management

International trade skills: domestic and multilateral

International trade policy: Free Trade Agreements, Rules of Origin, Non-Tariff Barriers, SPS/ TBT regulations, Market access

Trade regulation and compliance

Trade facilitation

eCommerce trade policy

Global Value Chains

International Trade Research

**Professional experience:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Date from and to**  | **Location** | **Company & reference person** | **Position** | **Description** |
| P1 | January 2018- present day  | Global | GTPA | CEO | * Financial management
* Strategy
* Education delivery
* Research
* Trade policy
* Marketing/ communications
* Project management
* Team management
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| P2 | June 2020- present | USA | GTAlliance USA Inc | Director | * Strategy
* Policy
* Communications
* Financial oversight
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| P3 | 2014-2018 | Australia | Export Council of Australia | CEO | * Financial management
* Strategy
* Education delivery
* Research
* Trade policy
* Marketing/ communications
* Project management
* Team management
 |
| P4 | 2013-2014 | Australia | Export Council of Australia | COO | * Management
* Team management
* Operations
* Event management
* Marketing/ Communications
 |
| P5 | 2006-2013 | Australia | Export Council of Australia | General Manager | Development of SME capacity building programs, development of trade policy, management of networking events and recognition of export success programmes |
| P6 | 2004-2006 | Australia | European Catering | Marketing Manager | * Marketing
* Communications
* Event Management
* PR
 |

**Project experience:**

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| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Date from**  | **Date to** | **Total of days** | **Location** | **Company & reference person** | **Position** | **Description** |
| P1 | June 2021 | September 2021 | 10 | Remote, Australia | Trade Victoria | Project support | Delivery of 24 training workshops across four streams to 1,000 companies from May – July 2021:* Export 101
* eCommerce
* Virtual Trade Missions
* Freight & Logistics
* 3 self-paced online eCommerce modules

1,342 registrations and 825 attendees |
| P2 | June 2021 | August 2021 | 30 days | Remote, Australia | NSW Government | Project manager | Building the capacity of business to engage in e-Commerce and digital services over the period of May-July 2021, the project includes the following activity:* Business e-commerce readiness assessment: conduct a rapid self-assessment. The results will allow businesses to plot actions to improve their opportunities via e-commerce and online sales channels.
* Online webinar series: webinar-based training, providing capability and knowledge in sequential chunks.
* Mentoring: access to a mentor to help develop an e-commerce strategy, leveraging all components of the program.
* Incentive and credentialing: All participating businesses will get access to the trust mark, Safe.Shop. Safe.Shop is a global e-commerce trust mark aimed at facilitating global digital trade. The mark is the product of the 20-country defined Global e-commerce Code, which is a universal set of rules for online selling to consumers.

**Number of businesses supported:** 300 |
| P3 | Annually | November | 20 days per year | Global | GTPA Festival of Inclusive Trade | Project support | Inclusive trade refers to the principle that all levels of society should gain from increased trade. It promotes the inclusion of groups that may currently be marginalised or challenged in their ability to engage with international trading opportunities.To highlight both the challenges faced and the contribution made by marginalised groups to the rich tapestry that is international trade, in 2020 GTPA Organized over 60 online events as part of the “Festival of Inclusive Trade”.The festival was an online celebration of all things inclusive trade and also provided a lens through which the issues were examined and teased out. The policy focus and business focus for the festival is on: Women, Diaspora, First Nations and Youth trade discussions. **Festival events attended in person:** 979 people globally  |
| P4 | 2018 | Ongoing 3 year program | 50 days per year | South East Asia and the Pacific | Department of Foreign Affairs and Trade | Project delivery | The program, delivered with the support of the Australian Government as an Australian Aid initiative, is about helping small businesses in developing countries succeed in global trade, which contributes to increased incomes and improved resilience. Assistance will be through improving the support services provided by industry bodies and chambers of commerce to small businesses in developing countries. This also includes enhancing the ecosystem in which small businesses operate, and strengthening their capacity to advocate domestically for trade reform. |
| P5 | 2018 | 2018 | 25 days | UK/ Australia | UK Government | Research | Engaged by the British High Commission (BHC) Canberra to prepare an analytical report on market access barriers facing a potential UK-Australia Free Trade Agreement (FTA). |
| P6 | June 2020 | March 2021 | 50 days | Global | Department of Foreign Affairs and Trade | Research, Event Management, Project Management  | In 2020 the Global Trade Alliance (USA) Inc and the Supply Chain Research Cooperative with the support of the Milken Institute undertook the Asia-Pacific Economic Cooperation forum (APEC) project ‘Building Resilient Supply Chains 2020: Survey and Analysis’. The project was undertaken through a survey on global supply chains to better understand the needs of SMEs in APEC economies after the COVID-19 pandemic. We sought to identify and analyse the nature and extent of this rapid transformation of GVCs in the APEC region, with a particular emphasis on business’ resilience, SMEs’ participation, women-owned/led SMEs, and digital readiness. From a commercial perspective, the survey examined levels of adaptive trade leadership skills in business and of integrity standards in GVCs (sustainability, ethical behavior, security, and inclusion). The survey results also offer insights on GVCs’ transformations due to other salient structural factors such as climate change |
| P7 | March 2021 | November 2021 | 30 days | APEC region | Japanese Government | Research, Economic Analysis, Trade Policy, Event Management, Project Management | This research report was developed on behalf of the Ministry of Foreign Affairs, Japan for APEC economies and was undertaken by the Global Trade Professionals Alliance (GTPA) with honourable contribution from academic researchers, business community, government and international organisation . The Ministry of Foreign Affairs, Japan implemented by the Global Trade Professionals Alliance (GTPA) hosted an interactive two-day workshop in May to collaborate and discuss how APEC members can work toward building resilient supply chains and explore the possible role of the investment policy. This workshop discussed the possible role played by provisions in FTAs/EPAs and BITs to foster cross- border investment and to establish resilient supply chains in the Asia-Pacific region. The evolution of investment policy will be a particularly important area to monitor during and after the COVID-19 crisis, in the aim of continuing to pursue the eventual realisation of a high-quality and comprehensive FTAAP (Free Trade Area of the Asia - Pacific). |
| P8 | September 2018 | December 2018 | 10 days | Peru | Peruvian Government | Education, Project Management | International business training for 20 creative industries companies in Peru. The training included modules on doing business with Australia. |
| P9 | December 2019 | Ongoing | 35 days a year | Global | Bloomberg New Economy Solutions | Research, Policy, Education,Solution building via technology | In this context, the Global Trade Professionals Alliance (GTPA) in partnership with Bloomberg New Economy Solutions, is collaborating with a coalition of partners and stakeholders to work toward the development of **an overarching standard to build integrity in GVCs that will link, in a harmonised framework, a number of existing standards – and if necessary new ones – that support specific integrity issues in GVCs.**This would not only reduce risks in the operation of MNCs and promote the participation of SMEs in those GVCs, but would also make the undertakings of ensuring compliance and mitigating risks simpler, faster, and less onerous. |
| P10 | 2019 | Ongoing | 20 days a year | Australia | Global VIC and KPMG | Project management, solutions driven | Whether you’re looking at entering new markets, expanding into additional markets, or taking on more challenging high growth markets, Go Global can help your business achieve its goals by identifying gaps in capabilities and recommending the next steps to help bridge those gaps.How does it work?**Step 1.** [Register](https://goglobal-prod.microsoftcrmportals.com/registration/) a personal account and add information about your business.**Step 2.**Nominate up to five key stakeholders from your business, including yourself, to participate in the self-assessment.**Step 3.**Download the report to view the combined results and recommended next steps upon completion of the self-assessments. |

**Over the past 10 years and in various capacities as my capacity of CEO of the Export Council of Australia I have been directly involved in the following research, education and product development:**

**• Export training:** delivery of workshop training programs eCommerce into China, IP protection and International contracting, and Getting into Export for Food and Agricultural producers, Export Capability building workshops, government training on exporting

**• Australia’s International Business Survey:** An annual study into Australia’s international business activity; the largest of its kind in the country

**• Wide-Bay Burnett Service and Gap Audit:** An audit of local business in six regional Queensland council area and their experience in tapping international markets, and the level of support on offer from government (commissioned by the Wide Bay-Burnett Regional Organisation of Councils)

**• ASEAN Connected:** A report on specific opportunities available to Australian businesses in the six biggest ASEAN markets: Indonesia, Malaysia, the Philippines, Singapore and Thailand

**• Demystifying Korea:** An evaluation of opportunity in the South Korean market for Australian services exporters, following the coming into force of KAFTA

**• Advancing Trade Development:** A study into the international trade promotion activities of ten select countries around the world, to determine contributions to international best practice in the field

**• NSW Trade Support Review:** A review of the state’s trade support services, conducted through roundtable with NSW goods exporters, services exporters and government trade agencies

**• Mexico:** Gateway to the Americas: A report on opportunities for Australian businesses in a reforming Mexico – from telecommunications to manufacturing – as well as on the prospects of leveraging the connected country a gateway to the wider region

**• The Shanghai FTZ and Australia:** A guide to China’s Shanghai FTZ, explaining the initiative and how it can be utilised by Australian businesses active in or targeting the Chinese market

**• META Deregulation Hub:** A study into the barriers to export for Australian manufacturers, and the commercial and regulatory costs incurred in getting goods approved for export (sponsored by the Manufacturing Excellence Task Force Australia and BHP Billiton)

**• ANZ Be Trade Ready Website:** Comparative FTA information for all Australia’s FTA partners, including tariff tables across 16 industry sectors. ANZ-provided business planning tools

**• Trade Barriers Register:** An online portal to collect data on red tape and Non- Tariff Barriers

**• Export Essentials App:** Basic how to export information

**• Doing Business in China App:** Basic doing business information, including setting up in China

**• Doing Business in Mexico App:** Basic doing business in Mexico information, including using Mexico as a gateway to the USA

**• Demystifying Korea App:** Basic doing business information for services companies

**• The China (Shanghai) Pilot Free Trade Zone App:** Basic doing business and business set up information

**• Free Trade Agreement training:** training of SMEs on leveraging Free Trade Agreements

**References\*:**

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| --- | --- | --- | --- |
| **Nr** | **Name** | **Position** | **Contact details** |
| R-1 | Craig Weeks | Director- GTAlliance USA Inc | craigweeks@globaltradeallianceusa.org |
| R-2 | Dr Robert Handfield | Executive Director- Supply Chain Research Co-operative | rbhandfi@ncsu.edu  |
| R-3 | Lisa Hunt | Business Development Manager- IIT | lisa.hunt@adelaide.edu.au |
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| R-6 | Leonie | Partner- KPMG | lferretter@kpmg.com.au |

**Other relevant information:**