

## 2020 Exchange | Chair Biography

---

### Stella Petrou Concha

*"When you succeed, I succeed."*



Stella is the inspiring Co-Founder, CEO, and driving force behind fast-growing brand Reo Group who's mission is to elevate human potential by working with executives to deliver value for their organisations through leadership, strategy and vision. Commencing her career in medicine, she quickly realised the doctor-patient dynamic was never going to meet her lifelong ambition to help people on a deeply personal level and instead discovered a powerful alignment with the recruitment and management consulting industry.

Since founding Reo Group in 2009, the company has won numerous industry awards, including BRW Fast 100.

Stella was recently recognised as one of Australia's Top Ten Women Entrepreneurs by My Entrepreneur Magazine. She has led a number of professional consortia over the last 12 years and has been a Chair of a Platinum CFO Peer Advisory Board at 2020 Exchange since 2016.

You will find Stella often commentating in the media or key note speaking for industry and community events. She delivers an insightful Key Note on the Law of Failure. Stella believes that only through facing life's great challenges, in particular failure, can individuals grow and develop. Stella has been self-employed for the majority of her career and can testify with experience that *"test, fail, learn"* is a key to entrepreneurial success.

Stella has begun her philanthropic journey and advocates for the UN Sustainable Development Goals. She launched Reo's giving campaign, "Elevate a Nation", which aims to provide 50,000 days of education to underprivileged children in Australia by 2021.

Through her energy, intuition, and vision, Stella brings a unique and powerfully 'human' perspective to the Australian recruitment industry.

Stella's areas of expertise:

- Failing Forward - Building a Positive Relationship with Failure
- Recruitment, Career Growth & Employment / Recruitment Trends
- Building the Power to Influence - Leadership in Commerce & Industry
- Women in Leadership
- Gender Diversity in Corporate Australia
- Work/Life Integration in Parenthood
- Emotional Intelligence (EQ) in Business
- Personal Brand Building
- Corporate & Social Responsibility To Drive Performance and Growth



- Talent Management and Consulting
- Finance and Accounting Talent Scout
- 'Business for Good' Advocate

## **Why 2020 Exchange**

With a rich and diverse history working with Australia's most well recognised Chief Finance Officer's, Stella provides a place for C-Suite finance professionals to be challenged as leaders and think like a Chief Executive Officer. Stella has a deep desire to catapult Chief Financial Officer's into the world of the Chief Executive Officer, and believes the 2020 Exchange program is the perfect environment to do so. With a 15 year history as an NLP trainer and coach facilitator, Stella helps people connect to their highest potential. Her best work happens in climates of change where executives are challenged with a career change. It is these extraordinary skills and passion that align Stella with 2020 Exchange.

## **Positions Held**

2009 - Present	Co-CEO – Reo Group
2007 - 2009	Senior Consultant – Robert Half, Finance & Accounting
2003 - 2007	Director, Neuro Linguistic programming – Mind Connection