

Media Release

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SuperConcepts appoints Amanda Johnston-Pell to the board

SuperConcepts has announced the appointment of Amanda Johnston-Pell to the board.

The appointment represents another step forward for the SuperConcepts business and its commitment to providing SMSF customers with innovative, simple and cost effective solutions.

Amanda brings a wealth of strategic marketing, business transformation and innovation experience to the SMSF board, which already includes Australia's leading experts, innovators and thought leaders from across the SMSF industry.

Amanda has more than 20 years' experience working as a senior executive in Fortune 500 companies in the US and Asia Pacific, and is currently Board Director, CMO and Chief of Startups at IBM Australia and New Zealand. As a co-founder and Founding Co-CEO of a New York based social media and big data startup, Amanda is passionate about using early stage technology to bring about significant transformational change and a growth mindset.

Natasha Fenech, CEO SuperConcepts said, "Amanda's appointment adds considerable strength and capacity to our board. Her entrepreneurial credentials and extensive track record in helping businesses transform are invaluable.

"Since 2012, SuperConcepts has grown to be one of the largest providers of SMSF admin and software services in Australia. Key to our success has been our ability to respond rapidly to changing dynamics in the SMSF market.

"Amanda will play an important role in helping SuperConcepts to maintain its position as a disruptor in the market and leader in the transformation of the SMSF sector."

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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 55,000 funds.

SuperConcepts comprises a number of sub-brands including AMP SMSF, Ascend, Cavendish, Desktop Super, Multiport, Justsuper, SuperConcepts, SuperIQ, superMate and yourSMSF. Find out more at www.superconcepts.com.au.