



Media Release
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THE CEO INSTITUTE OPENS IN WA

Australia's leading network of chief executives, The CEO Institute, today announced it was opening a Western Australian division, giving The Institute a presence in all mainland states of Australia.

Andrew Dalziel, Chief Executive for Australia, said, "We are excited by this new business development which will strengthen the Institute across Australia to the benefit of all members.

"The Chief Executive for Western Australia is Ariane Guimbeau and the principals of the business are Simon Dawkins and Steve Stanley.

"Ariane is spearheading the development of The CEO Institute in Perth. Prior to joining us, Ariane worked in Hong Kong for over two years as Head of Business Development, Asia, for the world's second largest legal services organisation. She has significant experience of strategic marketing management, project bids and public relations," Mr Dalziel said.

"With the huge economic engine that is Western Australia, it is timely that an organization that fosters business growth should set up in Perth," Ariane Guimbeau said.

Established in 1992, The CEO Institute is Australia's leading network of chief executives, with some 800 members, ranging from medium to large enterprises. Thousands of people have benefited from their involvement in syndicates since its inception.

Open to companies with a turnover greater than \$2 million, The CEO Institute provides a rare opportunity for CEOs and senior executives to meet non-competing peers confidentially in diverse syndicates, under experienced independent chairpersons.

"If I could sum up the single greatest benefit business leaders get from participating in our CEO syndicates," Ariane said, "it's the 'incubator' experience, which has been proven throughout Australia to deliver extraordinary results for members in terms of professional and corporate performance.

“The emphasis on problem solving and learning has provided cost effective solutions to companies wishing to grow and develop,” she said.

“When you add to this the ‘innovation experience’ provided by The CEO Institute, it complements how many WA business people feel about themselves - self reliant, competitive, agile and independent.

“Business leaders grasp The CEO Institute’s syndicate program as a tool to go forward professionally. These meetings of diverse minds consistently offer fresh insights into issues and provide a forum in which to incubate new ideas and scope out problems, providing a powerful competitive edge to our members.

“Our principals, Simon Dawkins and Steve Stanley, are closely in touch with our business community, and see strong evidence that WA business wants to get access to these benefits,” Ariane said.

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