

# Profile

## Deanna Lane

With a career spanning more than 20 years in senior management roles, Deanna has specialised in providing strategic marketing and business development support to major organisations and industry bodies such as KPMG, Institute of Company Directors, Institute of Actuaries, Investment & Financial Services Association, Reuters, Citibank, Australian Stock Exchange, Time Warner and APP. As one of the pioneers of law firm marketing, Deanna worked for a number of years both in-house and as a consultant to Australia's top tier law firms.

In 1997, responding to a need among her clients for high level support in the development of strategic marketing and business plans, Deanna established a specialist consultancy and during that time developed a unique series of practice development workshops covering the tendering process, client retention/loyalty, media interviewing and presentation skills, issues management and business communication and etiquette.

Prior to specialising in professional services marketing, Deanna worked in advertising as Account Director, in marketing as Group Account Director and in publishing with Time Warner and Vogue Magazines.

Her community work includes a Youth Leadership Project for schools, fundraising for Bell Shakespeare, Australian String Quartet, Bangarra Dance Theatre, Sydney Children's Hospital – Randwick, Breast Cancer Research Foundation, Garvan Institute of Medical Research. Deanna has also recently been appointed to the Sydney Development Board of The Hunger Project. Deanna lectures on business development and marketing, has published several articles on strategic planning and tendering, and is currently writing a book called "Making All The Right Moves... How To Get Ahead In business".

Services offered by Deanna include:

- Strategic Planning • Communications Strategy • Executive Advisory • Market & Brand Alignment • Sales & Marketing Planning & Review • Bid & Proposal Strategy & Writing

### *What people say about Deanna Lane*

The following is a selection of unsolicited comments provided during our work with clients. Names and contact details can be provided upon request.

#### *On facilitating strategic planning*

*... a masterful display of proactive and helpful comment... you sent us away feeling more upbeat and positive about our marketing efforts than we have been able to create for ourselves. - Chairman of Partners, Top Tier Law Firm*

#### *On tender success*

*First of all congratulations on the tender. It was a superb document – sensational in fact. I'm sorry I was able to help so little, but obviously whoever did it, I suspect it was mainly Deanna, didn't need my help. Really excellent document. - Senior Partner Top Tier Law Firm*

*Announcing four consecutive tender wins... each of them is significant and each of them of course has utilized the increasingly successful and professional work done by Deanna Lane and her team in Marketing and they are each entitled to our thanks and gratitude for their professional and increasingly successful help.*

*- Chairman and Property Practice Leader, Top Tier Law Firm*

#### *On service*

*Everyone who comes in contact with Deanna speaks well of her. She is very positive and listens and has a good concept of service.*

*Managing Partner Mid Tier Law Firm.*

*Deanna is a very accomplished competent person who always discharged her responsibilities to the firm in a manner which attracted very good comments, not only from within the firm but from those who had attended and participated in the many seminars, meetings and presentations which she organized and was responsible for across a very broad spectrum. - Senior Partner, Top Tier Law Firm and International Company Board Member and Chairman.*

#### *On communications*

*Congratulations on a simple yet powerful piece of communication – if this is a sample of what you and your team can do, the impact will be WOW!*

*- Managing Partner, Top Tier Law Firm*

#### *On teamwork and coaching*

*Your efforts recently on the partners meeting did not go unnoticed, but no-one truly knows the amount of effort, liaison, innovative and unique thought, foreplanning and responsibility you put into this. For these efforts, thank you. A true representation of teamwork and unselfishness! You managed this on top of your current workload - managing staff, travelling interstate, leading key media initiatives, advising and writing communications and coaching partners. Thank you for your efforts, your sense of 'chipping in and getting this done', your attention to detail and your standards of producing excellent work and results. - Senior Director, Mid Tier Law Firm*



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