



APRIL NEWSLETTER

New CEO and more staff for 2011

SMR has kicked off 2011 with big changes including the appointment of a new CEO in Mark Perger plus an expanded staff.

Manager and company founder Samantha Reece is staying on board as Principal Consultant and said she was delighted with the change.

“Mark brings a wealth of marketing experience having managed both national and international campaigns throughout America, Europe and UK markets,” Ms Reece said.

“While Mark’s specialty has been with agri-business and the industrial sectors, he is a strategic thinker and hence will provide some excellent advice to our clients.”

SMR provides community consultation, market research and marketing services to the property sector and has worked to date for Port Bouvard Ltd, Pindan Pty Ltd, LandCorp, Rockingham Park and Clough Property.

Mark – a Perth resident – was most recently employed by Solahart as International Sales Manager.

Prior to that Mark worked for international machinery manufacturer, AGCO Corporation, as General Manager of Marketing in Paris, Atlanta, London and Melbourne.

He holds a Bachelor of Business (Honours) from Curtin University, a Master of Business Administration from the University of St. Thomas (Minneapolis), and has completed the Executive Development Program at Goizueta Business School, Emory University (Atlanta).

SMR’s current staff of Beth Dungey, Debra Wilson (Perth office), Wanda Comrie and Lauren Lane (South West office) is also being expanded to include new additions Debra Bambrook and Donna House.

Debra Bambrook has a Master of Marketing from UWA, specialising in sustainability in the property development and tourism industries.

Her extensive marketing knowledge has been acquired over 15 years as a senior marketer across a number of industries, in particular leisure/sports and lifestyle residential property development.

Recently she returned from two and half years in the UK where she consulted in marketing and lectured at the University of Hertfordshire.

Her previous positions include senior corporate marketing roles for Macquarie Bank and Delfin Ltd (now Delfin Lend Lease).

Donna House is a senior communications and marketing professional with more than 17 years experience working for some of Australia’s largest publicly listed corporations in Australia.



Her expertise includes stakeholder and investor relations, strategic planning, market research, community consultation and media liaison.

Having held senior roles with some of the largest construction, corporate services and property development companies in Australia, Donna has been a part of launching new residential estates, researching new market opportunities and market segmentations, reviving brands and implementing effective stakeholder and investor relations programs.

Donna has a Master of Strategic Marketing (with distinction) from Curtin University, as well as a Master of Research which involved the completion of her Dissertation on the topic of Buying behaviours, barriers and issues facing first home buyers in WA.