



## Media Release

Tuesday, 23 September 2008

### New Strategy Head for GESB

WA's largest superannuation fund, GESB, recently appointed Martin Hedley as Head of Strategy.

In this new role, Mr Hedley will oversee strategy, marketing planning, research and insight and analysis.

GESB General Manager Marketing and Strategy, Collene Hansen, said Mr Hedley brought significant strategy development experience to the GESB management team.

"Martin has more than eight years experience in strategy development roles within the finance industry. I am pleased to have him leading our strategy team to ensure GESB continues to deliver for its members," said Ms Hansen.

Prior to GESB, Mr Hedley worked for HBOS where he was Head of Strategy and Ventures for BankWest Retail. Before this, he held various strategy, management consulting and corporate finance roles for consulting firms including local boutique corporate advisory firm Mainsheet Corporate and Ernst & Young in London.

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### About GESB (August 08)

GESB manages the largest superannuation fund based in Western Australia and is a significant national player. It manages superannuation on behalf of 25% of Western Australia's workforce and with a 69 year track record, GESB has unrivalled experience in superannuation in Western Australia.

It is a member based organisation that manages the superannuation of current and former WA Public Sector employees and their partners. GESB has over 290,000 members and a growing investment portfolio of over \$9 billion.

GESB's primary purpose is to improve the long-term financial well-being of its members. The organisation offers a choice of competitive superannuation and retirement products, sound investment returns, competitive fees, excellent member services, and financial advice.

For further information visit [gesb.com.au](http://gesb.com.au)