

FOR IMMEDIATE RELEASE

Sydney, 14 November 2008

Telstra NSW Business Woman of the Year Finalist

Dr. Catriona Wallace, Director and co-owner of ACA Research, has been nominated as a finalist in the Telstra Business Woman of the Year award for New South Wales.

One of only six women chosen, Dr. Wallace leads the field of academic and market research within the contact centre industry in Australia and throughout Asia. During her career, Catriona has focused particularly on the study of leadership and technology in the service industry. She holds a PhD from the AGSM in the field of Organisation Behaviour, has published numerous research reports and articles to the service industry and is the author of a book entitled *The Complete Guide to Call and Contact Centre Management*.

Together with her business partner James Organ, Catriona manages two sister companies, ACA Research - a full service market research company - alongside the research and online publishing company callcentres.net.

Speaking after the awards ceremony in the Hilton Hotel, Sydney, Mr. Organ commented *"Catriona has worked tirelessly over many years now, driving a clear vision for our organisation as the key supplier to the leading industry players who are serious about developing their customer service and revenue generation activities through contact centres. She's also managed to find time to build staff competence and morale and to raise a family. I'm delighted her success as a business person and a business woman has been formally recognised, Catriona and the whole team deserve it."*

Telstra Product Management Group Managing Director, Holly Kramer, stated, "These awards recognise the outstanding contributions that women make to the business sector and Telstra is very proud to be able to showcase the work and achievements of business women in NSW."

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2008 New South Wales Finalist
Yellow™ Business Owner Award

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Notes to Editor:

- ACA Research is a full service market research consultancy with expertise in customised research and multi-client studies.
- Established in 1993, with offices in Sydney and Singapore, we conduct studies throughout Australia, New Zealand and Asia.
- Through our high level of business and research experience, industry expertise and focus on high quality outputs, we effectively support business thought leaders in their decision-making.
- To ensure an appropriate level of senior business and research expertise is delivered to all of our clients, the Directors are involved in all projects. Director biographies are available on request: media@acaresearch.com.au
- The ACA Research Executive team are all full members of the AMSRS (Australian Market & Social Research Society).