



Around the corner, around the clock.

## Media Kit

### The Flexicar team

Flexicar is run by an experienced and passionate team of committed individuals.

Important to the company's success, the team reflect the values and lifestyles of the Flexicar members: none of the staff members own a car, all have active lifestyles, each is committed to the environment and to their communities, all live in inner-suburban Melbourne (and some in Sydney) and all in their twenties and thirties.

Flexicar is also led by a board of investors and partners.

#### **Monique Conheady, CEO**

Monique is a co-founder and the company's CEO. She grew up in the Mallee (northern Victoria), where her family still lives. Graduating with honours from the University of Melbourne in both Engineering and Arts, Monique previously worked as an engineer/project manager in the infrastructure sector.

Her experience includes time in both the private & public sectors on projects as diverse as a renewable energy program for remote Indigenous communities, a regeneration project for an old mining town in the north of England and a new head office building for Sainbury's in Cario.

In 1998 she was awarded the National Association of Women in Construction Young Achiever Award. She is a Committee Member of the Moreland Energy Foundation Limited and a current Fellow of the Centre for Sustainability Leadership. In 2009 she was chosen for a Churchill Fellowship and was selected as a winner in the Victorian Telstra Business Women's Award in the Hudson Private and Corporate Sector Award Category.

Monique is passionate about new ways of doing business that are financially, socially and environmentally sustainable, and she aspires to be a serial "eco-preneur".

#### **Peter Hoban, Operations Manager**

Peter manages Flexicar's operational functions. He has been with Flexicar since its pilot operations in early 2005, and has been integral in building the business to where it is today. He left for two years to work in the UK, but missed Flexicar so much he returned to his role in 2009.

He previously led the events management team at the State Hockey and Netball Centre. He has also managed a commercial agency in Vanuatu.

Prior to this he worked extensively in hospitality, managing pubs and nightclubs in Melbourne.

Peter holds a Commerce degree from the University of Melbourne.



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### **Gregory Giraud, Member Relations Officer**

Greg is the Member Relations Officer at Flexicar.

Being an international traveller, Greg was a keen Flexicar member. So he jumped at the chance to join the Flexicar team.

Greg is a native of Tahiti, speaks with a lovely French accent and came to Australia to study a Master of International Business.

He's worked around the globe at the Bank of Montreal and at Nestle in Tahiti.

The Flexicar team are still confused as to why he's chosen chilly Melbourne over balmy Tahiti, but we're happy to have him!

You'll be speaking to Greg if you want to join Flexicar or have any questions about the Flexicar service.

### **Ruth Luscombe, Accounts and Administration Officer**

Ruth is our Accounts and Administration Officer.

Ruth was a Flexicar member and liked the service so much she decided to join the team!

She has previously worked for the Bureau of Statistics in Canberra and commenced a PHD in Applied Mathematics at the University of Melbourne.

Ruth also has a Mathematics and Computing degree from the University of South Australia. No wonder she's great with numbers!

Friendly and focused, she is a great asset to the Flexicar team.

### **Kimberly Palmer, Marketing Consultant**

Kimberly is a marketing consultant with Flexicar. She's been working with Flexicar for since 2006, but since early 2008 has been "on the ground" and in the office three days a week.

Kimberly has an extensive marketing and events background, having worked with organizations as diverse as Primus, Wishlist.com.au, IBM, City of Port Phillip and charity Western Chances. Kimberly founded long running marketer's group Networx and has won several awards, including a 2005 Churchill Fellowship.

Kimberly is excited to be working on the many great Flexicar marketing partnerships and she's always cooking up great promotions to get more people onto the fabulous Flexicar service.



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### **The rest of the team**

Flexicar also employs a number of bright and enthusiastic students on a part-time basis, including:

- Rose Hassan
- Shane Byron
- Justin Passaportis
- Krystyn Smale

*For more information, contact Monique Conheady ([monique@flexicar.com.au](mailto:monique@flexicar.com.au)) or Kimberly Palmer ([Kimberly@flexicar.com.au](mailto:Kimberly@flexicar.com.au)) on 03 9094 1600.*