



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 are in their early 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. Monique has never personally owned a car.

Prior to establishing Flexicar she was an Assistant Director with the Federal Government's Department of Health and Ageing.

Graduating with honours from the University of Melbourne in Engineering and Arts, she has also worked as a project manager for the global engineering consulting firm Ove Arup & Partners in Melbourne, London, New York and Cairo, and was involved in the development of an ebusiness venture for UK retailer, Sainsbury's.

In 1998 she was awarded the National Association of Women in Construction Young Achiever Award.

Monique is passionate about new ways of doing business that are financially, socially and environmentally sustainable.

Debbie Joyce, Sales & Marketing Manager

Debbie is our Sales and Marketing Manager.

She has previously led the sales and events management team at Artistic Catering and Events. She has also worked in a marketing capacity for a large multi national company in both Melbourne and Sydney.

She holds a BA/Social Sciences (Law) degree from Latrobe University.

Energetic and exuberant, with has a cheeky sense of humour, she is the mastermind behind Flexicar's fresh and fun promotional campaigns.



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Brendan Carrick, Operations Manager

Brendan is taking over the operational side of things from long standing team member Peter Hoban.

Brendan started working for Flexicar part-time in Sydney but he was attracted south to Melbourne by a full time role.

Prior to Flexicar, Brendan spent four years travelling and teaching in the UK and USA. Before that, Brendan taught PE in North Carlton, following the completion of his Bachelor of Education at Melbourne University.

Brendan spent his University years working in hospitality at Crown Casino, at Telstra Dome and managing a Melbourne night club.

He passionately supports Richmond but is already looking forward to next year's AFL season! To get around Melbourne, Brendan relies on his trusty bike – and Flexicar!

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.

The rest of the team

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

- Dom Douglas-Garden – A country boy who's great with the cars.
- Ollie Nam – Our local tech whiz.
- Sixta Mambour – Does the filing but also makes us laugh!
- Ana Garcia Regina Fernandez – our resident Spaniard in Sydney.

More information:

For further information, contact Monique Conheady or Debbie Joyce
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