



**Deanna Lane** | Director Development at Queensland Symphony Orchestra

Deanna joined the Advisory Board of the Queensland Symphony Orchestra in early 2017 and since July 2017 has taken on the full-time role of Director Development. In this capacity, she has 'put on pause' her consulting firm, Fastlane Consulting Group.

She is an experienced management consultant, professional mentor and business development strategist. Her career spans more than 25 years in senior executive roles with top tier law and accounting firms, engineering and construction firms, industry associations, professional education institutes, universities, global corporate brands and not-for-profits in the arts, community support, hospitals and medical research.

Deanna is engaged by CEOs to advise on strategy, business plans and importantly, alignment of purpose with internal and external messaging. She is a Master Trainer in Extended DISC Profiling and uses this behavioural analysis tool to mentor senior executive teams and guide emerging leaders on their career paths.

As one of the pioneers of professional services marketing, Deanna worked for a number of years both in-house and as a consultant to top tier law firms in Australia and Singapore including Freehills, Ashurst (when it was Blake Dawson Waldron), Mallesons and a number of mid-tier law and accounting firms. Her luxury global brand marketing included working with Time Warner, Chanel, Vogue, Park Hyatt Sydney.

Other former clients include Cameron Ralph (Board Governance); IFSA (now the Financial Services Council), KPMG, Reuters, Citibank, ASX and APP. In the field of professional education, Deanna's clients include Australian Institute of Company Directors, Institute of Actuaries Australia, Faculty of Economics & Business at University of Sydney, Australian Institute of Management, Royal Australasian College of Physicians and the Human Genetics Society of Australasia.

Deanna is frequently engaged to deliver her high energy keynotes and workshops on business growth, client and member retention, marketing and business communication.

Deanna is a published author, keynote speaker, facilitator and business mentor. She has published articles and loose-leaf texts on media strategy & protocols, has authored several crisis/reputational management plans for clients and her new business proposals achieve a spectacular success rate. Her Blog "Getting into the fastlane" contains practical tips and techniques based on her consulting, coaching and workshops delivered to organisations over the past 15 years.