Melanie J. O'Toole *BA, GCertMkting, MIB*
Brief Profile

Melanie O'Toole is a qualified exporting and trade professional with local and international marketing strategy, brand and trade development experience with leading public, commercial and educational organisations in Australia, Singapore, New Zealand, Japan and PR China, where she worked extensively on the ground in these continents. She currently leads Automotive Skills Queensland, (ASQ) a leading industry advisory body providing skilling and workforce development advice and research to government and industry on behalf of the automotive industry. Ms O'Toole brings with her a background in government liaison and business development in heavy industries to her work at ASQ.

Ms O'Toole is a speaker, columnist, consultant and board member of several national and international organisations focused on trade, workforce development, education and training and enterprise development. She has been actively involved with the Asia Pacific Economic Cooperation (APEC) Women's Leaders Network, APEC Entrepreneurship Development and APEC Small and Medium Enterprise groups and was Singapore-Australia Young Business Ambassador in 2002.

Tertiary qualified with a Masters of International Business from the University of Melbourne, Australia amongst other business related degrees. She has language capabilities in Chinese (Mandarin) and Japanese.