



# Hello

Thank you for considering Lusion Advisory.

I understand that choosing the right partner to support your business strategy is crucial, and I'm here to demonstrate the experience and expertise that will give you confidence in working with Lusion Advisory. My goal is to put your mind at ease and assure you that you're in capable hands.

With a broad background across various industries and markets, I'm confident in my ability to help you create a clear, actionable path forward.

What I excel at is assessing your current state, envisioning where you want to go, and transforming those big ideas into practical, achievable steps. Whether it's tightening up compliance, shifting public perception, or elevating the attendee experience, my background equips me to show you that it's all possible with a tailored approach.

I approach every new engagement with a fresh perspective—because in the world of events, a one-size-fits-all approach almost always guarantees lack-lustre results. Instead, I collaborate with you to develop original strategies that are tailored to your needs, backed by a foundation of knowledge and expertise to ensure the framework is strong.

At Lusion Advisory, I'm committed to delivering measurable, impactful results, and I'm excited to work with clients who value strategic thinking and innovative, hands-on solutions.

I look forward connecting.

A handwritten signature in blue ink that reads "Belinda Doery".

**Belinda Doery**

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# 3-things

you need to know

## Extensive Experience Across APAC, Corporate, Client, and Agency Environments

With hands-on experience managing teams and operations across 12 countries in the Asia-Pacific region, I understand the nuances of different markets. Having worked across corporate, client, and agency roles, I offer a well-rounded perspective that ensures strategic alignment with the challenges and opportunities unique to each environment.

## Proven Ability to Drive Growth and Navigate Complex Challenges

Whether managing a multi-million dollar P&L or helping businesses stay profitable through the challenges of COVID-19, I have a solid track record of achieving results in high-pressure environments. Clients benefit from my experience in expanding into new markets, increasing revenue, and creating long-term, successful client relationships.

## Turning Strategic Visions Into Practical, Achievable Outcomes

My strategic planning isn't just about creating big ideas—it's about making those ideas happen. Whether it's rebranding to boost client retention or leading cultural transformations that improve engagement and productivity, I deliver results that matter. Every solution is tailored to your needs, ensuring that our approach is both ambitious and realistic.

At the heart of it, I am intelligent, creative, warm and caring. I am deeply passionate about what I do and excited about the opportunity to help companies really maximise their returns from meetings and events.

# Experience

2018 - 2024	<b>General Manager</b> Solterbeck Events	Melbourne
	<ul style="list-style-type: none"><li>• Revitalized the leading Australian events company, successfully navigating through COVID-19 while retaining profitability.</li><li>• Enhanced organisational culture and elevated product offerings post-COVID, including improved processes and procedures to support the value of 'joyful productivity'.</li><li>• Collaborated with major brands to create emotionally engaging attendee experiences, aligning with core objectives and measuring intangible value.</li></ul>	
2012 - 2018	<b>Regional Director - Asia Pacific</b> American Express Meetings and Events	Singapore
	<ul style="list-style-type: none"><li>• Member of the global executive leadership team, managing operations in 12 countries/markets and overseeing ~15,000 events annually.</li><li>• Led 13 General Managers, achieving double top-line and triple bottom-line P&amp;L growth.</li><li>• Expanded into 3 new markets and achieved 99% client retention.</li></ul>	
2010 - 2012	<b>Regional Strategic Events Lead</b> Merck Sharpe and Dohme (MSD) Pharmaceuticals	Singapore
	<ul style="list-style-type: none"><li>• Designed, implemented, and managed the APAC meetings and events strategy, including processes, payments, and supplier solutions.</li><li>• Focused on compliance, savings, strategy, quality, and stakeholder engagement.</li></ul>	
2007 - 2010	<b>Events Director</b> Intercontinental Hotel, Doha, Qatar	Qatar
2006 - 2007	<b>Event Operations Manager</b> Hayman Island Resort	Whitsunday Islands
2003 - 2006	<b>Venue Operations Manager</b> Zoo's Victoria - Functions, Retail and Restaurants	Melbourne
and before that....	Hotel Banquet Operations Cafe Supervisor Dish-y.	Melbourne

## Deeper Dive

# REGIONAL DIRECTOR - APAC

## American Express Meetings and Events

### Facts and Figures

- 12 Countries
- ~ 170 team members
- 13 General Managers
- ~15,000 events annually
- ~\$280M Program Value
- 100% increase in top-line revenue in 3-years
- 200% Profitability increase in 3 years
- 99% customer retention
- 3 new markets launched
- 5 new revenue streams/locations

American Express Meetings and Events is the worlds largest provider of event management services, supporting Fortune 500 MNC's in delivery of meetings, events and incentives in a compliant and fiscally responsible manner.

My role at Amex was wide, varied and adjusted each day depending on the needs of the business. However, it can be best described in the following three concurrent roles:

### General Manager for Asia Pacific Region

Leading country teams to deliver events within strict compliance guidelines with financial profitability and attendee experience success. Create and foster a positive culture in a geographically and culturally diverse team, often virtually. Develop new opportunities for revenue growth across the region and manage all challenges that arise.

### Member of Global Leadership Team (GLT)

Active participation in the GLT of 8 leaders from across the globe to develop and deploy the global business strategy, develop innovation within the space and foster best business practise across all markets.

### Subject Matter Expert - Strategic Management APAC

As the foremost recognised and awarded expert on Strategic Meetings Management in APAC I would regularly consult with large MNC's to develop their strategy for the region, leading workshops aimed at driving achievable visions for success in the space.

### Most Proud

**New Markets** - I launched services in two large, yet extremely challenging markets (China and Japan) including navigation of the American Express Board of Directors.

**Culture** - Despite the different cultures and locations, APAC consistently achieved the high employee satisfaction and maintained a positive workplace culture.

# Education

Bachelor of Business  
Victoria University of Technology

Victorian School Certificate  
Strathcona Baptist Girls Grammar School

# Recognition

Named in Top 25 most influential industry leaders globally, successful meetings magazine

3 under 33 award for Innovation - global Association of Corporate Travel Executives

## A little bit more...

I have successfully worked with some of the biggest MNC's to develop and build their strategic programs in meetings and events, deriving high ROI and Experience Value Returns.

**Best Event Moment Ever:** There are too many! But using a helicopter to fly over 5 different events in the Whitsundays and check on their progress was definitely a moment!

**Advice I always use:** Make sure every email in your inbox has been replied to before you log off for the night. Even if it's just to acknowledge receipt. A VP of Communications gave me this advice and its proven very handy!

**Favourite Industry Trend:** VR for engagement!!

**Steps to Success:** Be genuine, look beyond the obvious and always aim for joyful productivity.

**Biggest Challenge Conquered:** China (although, that is an ever-moving target!)

**Funniest Work Mishap:** Camel going rogue and taking guests for a swim!

**Dream Event:** 7\* luxury dinner and glamping in The Kimberly... with unlimited budget of course!

**Most Unexpected Skill:** I have an unnerving ability to create new acronyms and send them around the world!

**Favourite Client Compliment:** "Oh. My. Goodness. I simply couldn't have achieved this without you."

**Biggest Lesson Learned:** Never, ever, make assumptions.