

## **WiBF appoints first CEO**

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By [James Fernyhough](#)

Advocacy group Women in Banking and Finance (WiBF) has appointed former Bloomberg Australia and New Zealand managing director Amanda Dobbie as its first chief executive.

WiBF president Julie Hunter said that the group had "reached a critical stage in its development" where it required a chief executive to expand the organisation.

"After an exhaustive search, we chose Amanda Dobbie for her experience in financial services both locally and offshore and her proven ability to grow organisations by providing real value for all stakeholders," Hunter said.

Prior to her 11-year stint at Bloomberg, Dobbie worked for Chase AMP, CIBC and the State Bank of NSW.

"I am excited about the opportunity at WiBF. I have long been an advocate for diversity in the workplace. I believe it is vital if companies are to be more creative and resilient," Dobbie said.

"I also believe all employees should have an opportunity to be treated with respect and rewarded for their efforts.

"Over the past ten years, WiBF has made tremendous headway in supporting diversity at many financial services companies in Australia but more can be done.

"In the next few months, I will be meeting with members to discuss how the association can further support their needs," she said.

WiBG is a not-for-profit association with over 30 corporate members including each of the big four banks in Australia, large foreign banks, members of the securities industry, law firms and financial advisers, as well as individual members.