



Michelle Bowditch

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Biography

Michelle Bowditch is a C-Suite Executive Assistant and Advocate with over 15 years' experience across a wide range of industries in both the public and private sectors. Her professional background as Business Manager, Editor, Professional Speaker and Event Manager make Michelle a formidable leader in her field.

Michelle's mission is to ensure an EA's worth is understood and appreciated by all businesses and to support EAs to become the best version of themselves by empowering them with the right tools, tech and mindset. Her approach makes technology fun for all. Michelle is a 'Woman in Tech' and part of the global organisation [womenintech.org](https://www.womenintech.org)

Michelle created Door20a to help Executive Assistants find their voice, disrupt the status quo and identify better ways to do business. She teaches EAs and small business owners how to harness technology and use it to propel their career forward.

Session: Panel Discussion: What is in your tech toolkit to lead from within?

Michelle Bowditch leads an insightful panel discussion amongst three exceptional professionals from the Asia-Pacific region, looking through their lenses to discuss what is in their tech toolkit.

You'll gain insights into how they used technology to lead throughout COVID-19 and learn how their best practices can empower you to successfully move forward into 2021.

Panelists:

Laurinda Moore - (EA) Executive Assistant to CEO & Chairman - IAG

Laurinda is an experienced Executive Assistant having worked with CEOs and Executives for more than 18 years.

Laurinda joined IAG in 2002 to support the Deputy CEO, and has supported IAG CEOs for the past 12 years, and the Chairman for more than 4 years. Prior to joining IAG, she was a Senior Account Manager within the advertising industry for several years. Professionally, Laurinda's passions include workplace flexibility and role modelling work\life integration, the importance of trust and great communication, networking, and relationships, and embracing new and improved technology. On a personal note, she enjoys spending time with her family, including her two young children, good food,

wine and coffee, and spending time by the seaside.

Megan Sloane - (COS) Chief of Staff - Serco

Megan was appointed as Executive Officer reporting to the CEO for Serco Asia Pacific (AsPac) in September 2016 and progressed to become Chief of Staff in April 2018.

Megan works closely with the AsPac CEO and Executive Team to provide appropriate managerial support needed to execute Serco Asia Pacific's business strategy. Her role is key in ensuring the day-to-day management priorities of the CEO are met to enable smooth companywide operations, governance of strategic projects and delivery of growth initiatives. Prior to Megan joining Serco, she was Executive Officer in HR for an Australian State Government agency and has extensive experience in working for organisations in Local Government, Universities and Engineering.

Anneliese Boogerd - (ABP) Administrative Business Partner - Google

Anneliese is an Administrative Business Partner working in the large customer sales side of the business. Anneliese joined Google in 2013 and before taking on the role as Administrative Business Partner and currently works across People Operations and Real Estate and Workplace Services. Anneliese is co-lead for Age Engage, an initiative aimed at increasing digital engagement amongst seniors.

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This session is worth 1.0 IAAP recertification point.