

INTERNAL PROMOTIONS ANNOUNCED AT HEFFRON

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SIGNIFICANT INTERNAL PROMOTIONS ANNOUNCED AT HEFFRON

Due to continued strong growth in business across all product and service lines, Heffron has recently announced a number of management changes.

“These management changes are reasonably significant and are designed to put the firm in a position where it can continue its strong growth whilst maintaining the high level of client and employee satisfaction that we currently enjoy”, says Martin Heffron, Heffron’s Managing Director

Jennifer Conn has been promoted to the Board and will fill the new role of Operations Director.

According to Heffron;

“Jennifer has been doing a wonderful job behind the scenes as our General Manager for many years. She is an excellent leader and this new role will give her the opportunity to mentor all of our line managers whilst leveraging her skills across the entire firm. ”

Andrea Connor has been promoted to the role of SMSF Administration Manager– Operations whilst **Danny Mewett**, who used to have total responsibility for Heffron’s SMSF Administration Business, will no longer be responsible for operational issues and will now fill the new role of SMSF Administration– Client Relationships and Technical Services.

Martin Heffron again;

“Danny has done a wonderful job running our largest business unit for some time now but wants to focus more on the parts of his role that excite him the most – client relationships and technical support. These are clearly two of Danny’s strongest areas and relieving him of all operational responsibilities will enable him to add even more value to our clients and his colleagues.

Andrea has been operating as Danny’s 2IC for several years and this change also gives her an opportunity to demonstrate the high level of management skills she has developed under his tutelage”.

Leigh Mansell has also been promoted and will be taking over from Meg Heffron as the manager of Heffron’s Technical Services Business Unit.

Martin Heffron says about this change;

“The promotion is recognition of Leigh’s long standing contribution to the firm and will allow the business and clients to benefit from her considerable management skills rather than purely her technical expertise.

As well as enabling Leigh to make greater use of her management skills, the move will give Meg Heffron more time to focus on providing technical support to clients, developing our extensive training programs and representing both the firm and the wider SMSF industry in a range of Government and industry forums”.

Martin Heffron highlights that:

“One of the most pleasing aspects of these changes is that we have been able to find internal candidates to fill all these senior roles. Andrea, Leigh and Jennifer have each worked with the firm for over 10 years and it is very pleasing that we have been able to provide an environment in which our staff have been able to develop their skills to such a degree”.

Heffron is Australia's premium comprehensive SMSF service provider and has been assisting SMSF trustees and their advisers for over 13 years. Heffron has three offices and over 40 specialist staff.

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