



For when it's complex and critical to mission

Joanne Flinn is the Founder of **UNICORNING**, a specialist consultancy solving critical C-suite problems for clients as they lead transformation across complex, multi-jurisdictional programs. Her unique mix of strategy, creativity, and cross-cultural pragmatism creates stability and delivers results in the face of stakeholder sensitivity whilst managing non-obvious risk.

Over the last 26 years, as a specialist in complex, high-stakes situations, she has leveraged her business dealings in 52 countries, using her EQ skills and business acumen to calmly and effectively deliver results.

In the words of an **IBM** executive after she transformed a near \$1 billion program, "That was a miracle."

In 2020, Joanne completed a confidential **Board** engagement on risk culture for an UK-based 103 year old organization, operating in 45 countries. She identified the gaps in their ability to deliver on their \$750 million profitability target, along as well as with their license-to-operate risk, against a backdrop of deep economic uncertainty.

As Head of Change on the IT Exco at **DBS**, Joanne achieved a 27% uplift in ROI on a \$100 million portfolio of underperforming projects by reconfiguring the stakeholder governance, program management, and SLA reporting functions.

Through C-suite interventions blending governance, total cost of ownership, KPIs, and coaching, she contributed to a \$300 million performance uplift for **NOL**, a global logistics company, over 18 months.

As Country Head for Financial Services Consulting at **PricewaterhouseCoopers** (Thailand), she served as a key member of the Asia Executive Team tasked with steering this \$45 million business through the Asian Financial Crisis by leveraging her academic training in finance, organizational development, law, and economics.

As an **Entrepreneur**, she ran her first \$10 million business and raised \$1 million in capital at the age of 23. Joanne is an advisor for Startups (with a mission), Rachel House (health), Keynote (equity), and GINB (sustainability).

As Board Advisor to Rachel House, an NGO addressing palliative care for children, she achieved groundbreaking results that were modeled for a global roll-out by the **World Health Organization**.

Her dynamic stage presence means that she is in demand as **keynote speaker** at global conferences. She is a **Non-Executive Director** of Change Leaders, a thought leadership entity affiliated with the University of Oxford and HEC Paris.

Joanne is on the Board of Advisors to **CPA Australia** for governance and innovation. Under the name Booth Aster, she has exhibited artwork on four continents and in three museums.

Quoted in the *Asian Banker* and the *Business Times* as well as on Channel News Asia and on radio as a **business transformation** thought leader, Joanne is writing her sixth book on climate leadership in the business world in collaboration with the Oxford Futures Forum at the University of Oxford and the Resilient Cities Network.

JOANNE FLINN

Chief Transformation Officer For when it's complex and critical to mission

Joanne is a Singapore
Permanent Resident
with a record of successful
business transformations across
multiple industries, primarily in Asia
Pacific.

MSc(Consulting & Coaching for Change),
HEC Paris with the University of Oxford
Post Grad Dip in Finance & Investment,
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PRINCE II, AGILE PM

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