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**MEDIA RELEASE**

## Shattering the power restraints for Women in business

Regarded as one of Australia's authorities on small business, Susanna Kopman shares her opinions on the notion of how the women of today's generation are changing the face of business.

In 2002, a survey of more than 700 human resource professionals, found that the number one action Australian employers would take if they had the resources and support to do so was getting more women into leadership positions. This was chosen from a list of eight options by 37% of companies.

The Equal Opportunity for Women in the Workplace Agency (EOWA) records prove that only a incremental improvement of .5% increase has changed since 2002, showing that now in 2008 women hold just 8.7% of the Board positions in these companies.

"While women represent a dominant force in the ever-growing business economy, the stigma of needing to fit into the corporate "boys club" is still pervasive." stated Suzanna Kopman as she reveals the secret to building a successful brand, and thus a successful business, "is in doing exactly the opposite."

Suzanna Kopman is a nationally recognised marketing/Electronic business professional with more than 13 years of collective experience in marketing, brand building, and entrepreneurship. She is currently director and owner of *We're All About Marketing (WAAM)*, one of the nation's fastest-growing marketing agencies, where she created and continues to manage the company's brand and culture. Suzanna is also a Mentor for the Women in Business Program, having a predominant place in the Women on Boards group.

Suzanna Kopman offers a bold and refreshing message to future young female successors: "to truly get ahead, and to really resonate with your customers, your brand has to be genuine."

"It means being true to yourself in every part of your business-from how you promote your talents to how you interact with the people in your office and everything in between."

Suzanna's message empowers young women to join other women who are changing the face of business by developing an authentic and unique personal brand simply by defying the odds and getting your foot out there.

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