



Woman of the Month March 2010 - Sophie Tedeschi

Sophie studied a Bachelor of Agribusiness and Marketing degree at Curtin University, then for the following five years she worked in market research, agribusiness sales and marketing plan development with national and WA owned agribusiness firms.

In 2007 Sophie decided to join the family business, Quickmail, as Marketing & Administration Manager. Quickmail was founded by Sophie's father in 1992 and is a WA Mailing house specialising in direct mail solutions for businesses.

The team at Quickmail is dedicated to providing a fast, flexible and accurate communication, mailing, design, printing and packaging service. Quickmail provides services for many Commercial Businesses, Government Departments and Agencies as well as Not for Profit Organisations. For each company they deliver innovative, tailored and cost effective solutions, combining technology with expertise and resource to meet the individual needs of each organisation.

Since joining the family business Sophie has been instrumental in developing a strategic marketing plan which included the role out of a new logo and branding strategy. Sophie has completed the Australian Direct Marketing Association, Certificate in Direct Marketing ensuring that Quickmail continues to have the necessary expertise and experience in the field of Direct Marketing.

Sophie is the NextGen representative for Family Business Australia (FBA) Western Australia where her key role is to bring together the NextGen members in WA to network and discuss relevant issues that occur when working in a family business. Sophie believes that there are real advantages to working in- and doing business with family businesses and that the Next Generation have a lot to offer! In her spare time Sophie spends time riding her two show jumping horses.

If you would like to find out more about Quickmail visit their website www.quickmail.com.au

If you would like to find out more about Family Business Australia or the Next Generation Events that occur in WA please email Sophie sophie@quickmail.com.au or visit FBA website www.fambiz.org.au

