



reo+group



REO GROUP
INSURANCE

COMPANY OVERVIEW

Reo Group and Reo Group Executive are trusted experts in recruitment and search. We help our clients attract, secure and retain permanent, temporary and executive level talent.

Our expertise covers a range of professional disciplines including: Financial Services & Insurance, Finance & Accounting, Business Services, Human Resources, Communications, Marketing & Digital, Technology, Supply Chain & Operations and Executive Search.

OUR OFFICE LOCATIONS:

Sydney CBD Office

Level 21, 207 Kent Street
Sydney NSW 2000

Parramatta Office

Level 2, 20 Charles Street
Parramatta NSW 2150

Adelaide CBD Office

Level 1, 89 Pirie Street
Adelaide SA 5000



320

PLACEMENTS MADE IN
THE LAST 12 MONTHS

10,326

CANDIDATES REGISTERED
IN THE LAST 12 MONTHS

CONTACT US:

COMPANY HISTORY

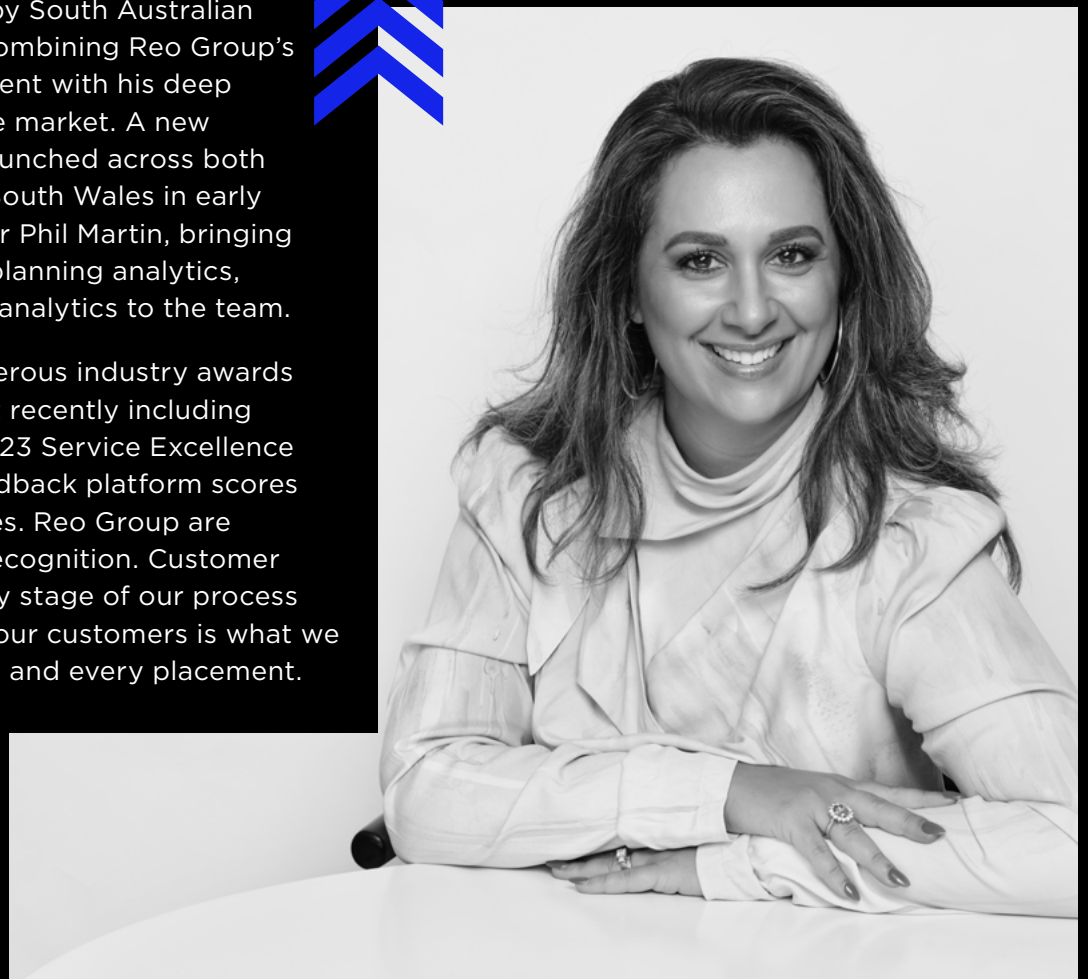
Reo Group was founded in 2010 by Stella Petrou Concha and Marcelo Concha. Initially established in the Western Sydney market, Reo Group launched as a specialised finance & accounting agency, soon diversifying to other areas of expertise and opening a second office in 2016 in the Sydney CBD.

In 2020 Reo Group acquired TDR Group and launched a Commerce & Industry division, as well as establishing a dedicated Executive Search business to complement the general recruitment arm.

The Financial Services & Insurance division was launched mid-2021 by Jonathan Attwood, who brought with him over 15 years' experience across the UK, Asian and Australian markets and set up a new team, initially focused on insurance.

In 2023 Reo Group established a new office in Adelaide spearheaded by South Australian local Tom Moore, who is combining Reo Group's signature style of recruitment with his deep knowledge of the Adelaide market. A new technology division was launched across both South Australia and New South Wales in early 2023 by Executive Director Phil Martin, bringing experienced recruiters in planning analytics, cyber security and data & analytics to the team.

Reo Group have won numerous industry awards over the last decade, most recently including the Recruiter Insider FY2023 Service Excellence Award, determined by feedback platform scores from clients and candidates. Reo Group are immensely proud of this recognition. Customer experience central to every stage of our process and this recognition from our customers is what we strive to achieve with each and every placement.



COMPANY VALUES

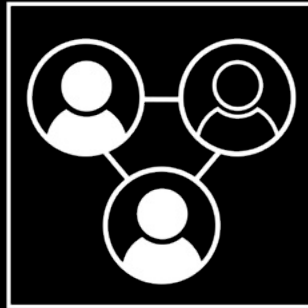
Reo Group are leading change for people, through people. We build high performing teams for our clients, with equal focus on retention and acquisition. The transparency in our processes keep our clients and candidates updated every step of the way and our obsession with detail enables us to unearth high quality talent, matching the right candidate to the right opportunity.

Internally our business focuses more closely on behaviours than values. We believe that behaviours permeate more effectively throughout our agency, they are easier to embody and measure and they translate into exceptional outcomes both for our team and our customers.

REO GROUP'S BEHAVIOURS ARE:



**WE LEAD WITH
EXCELLENCE**



**WE ARE
UNITED**

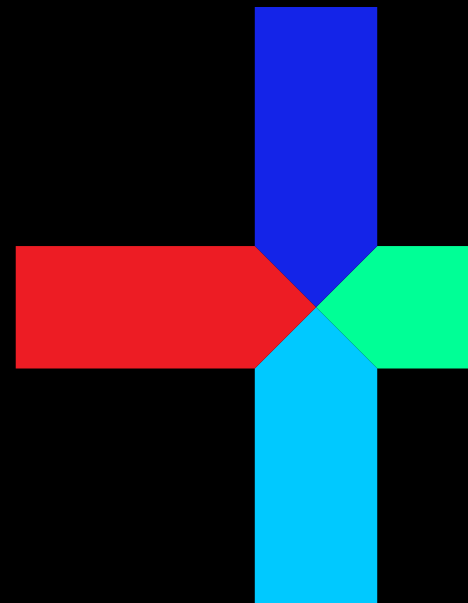


**WE EARN
TRUST**



**WE SEEK
GROWTH**

Reo Group live and breathe these behaviours. They underpin our processes and expectations and they shine through in our interactions with both clients and candidates.



REO GROUP'S FUTURE STRATEGY

Reo Group's strategy over the next 3 years is to lead the way in our industry for Client and Candidate Experience whilst further capturing market share in Australia across our chosen disciplines. To do this, the business is focusing on three core objectives:

First, it is our aim to develop the confidence and capability in all of our staff as leaders. We want to grow and develop self-leadership, peer leadership and community leadership by investing heavily in our team. Reo Group has a high retention rate (sitting consistently around 85-90%) and we believe in providing career pathways for our people to grow and thrive and see their time with us as a long-term opportunity.

Second we aim to grow in recruitment staff, commercial opportunity and brand by capitalising on our existing momentum. We have been able to attract some outstanding recruiters to our business over the past few years and

we see this process continuing, of acquiring experienced staff with both networks and track records of success. This will be done without compromising on our culture, which means we are being selective about who joins our team.

Finally, Reo Group aims to streamline our operations whilst maturing through transformation, automation and evolution of integrated data and systems. We will have a governance framework in place that is adopted and embedded in our culture. This ensures a smooth operating system that will provide the foundations for growth.

At the core of our strategy though is our belief in people. A focus on developing our staff, creating an environment for them to succeed and focusing heavily on Client and Customer Experience will continue to be our core objectives as a team.





JONATHAN ATTWOOD

Executive Director – Financial Services & Insurance
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SHAREHOLDING & SENIOR EXECUTIVES

Reo Group's CEOs and Executive Directors are Shareholders in the business. This includes:

- STELLA PETROU CONCHA:** CEO
- MARCELO CONCHA:** CEO
- RAGHAV MEHTA:** Executive Director – Search
- JOEL ADAMS:** Executive Director – Commerce & Industry
- JONATHAN ATTWOOD:** Executive Director – Financial Services & Insurance
- PHIL MARTIN:** Executive Director – Technology
- TOM MOORE:** Executive Director – South Australia
- CHLOE NORRIS:** Head of People & Culture
- ALI EL DROUBI:** CFO
- CATHERINE KANE:** Marketing & Communications Manager



***THIS IS A NON-EXHAUSTIVE CONSULTANT LIST, PROVIDING A SNAPSHOT OF SPECIALIST CAPABILITIES WITHIN REO GROUP.**

INSURANCE SERVICE TEAM



JONATHAN ATTWOOD

Executive Director - Financial Services & Insurance

Jonathan is a proven leader in Financial Services Search & Selection with over 14 years' experience placing talent and leading teams across London and Australia. Beginning his professional career in Insurance, Jonathan transitioned into the search & selection industry as an insurance specialist, going on to build high performing search teams for several agencies, most recently spearheading the launch of Reo Group's Financial Services & Insurance division in 2021.



DEANNA KYRIAZOPOULOS

Business Lead - Insurance

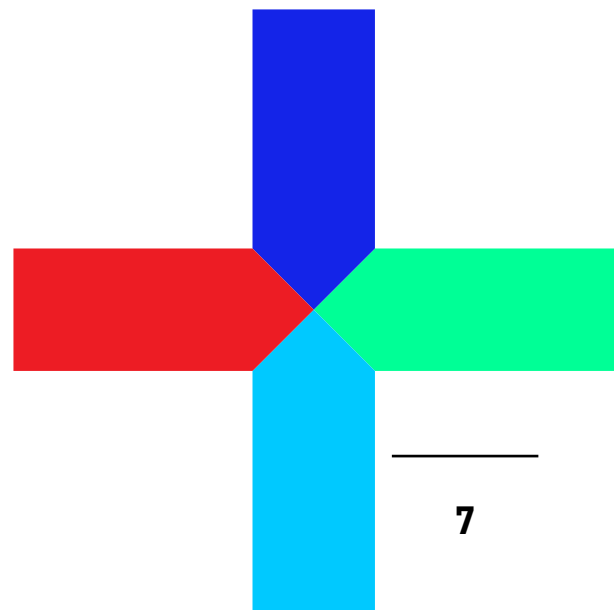
Deanna is a qualified Business Lead in Insurance and Financial Services recruitment with 7 years' experience, particularly focused on Insurance search. Deanna's strong business acumen has been cultivated through her prior experience as an Insurance practitioner before transitioning into the recruitment sector. As a result of this background, she possesses a deep understanding of the essential technical and cultural factors that contribute to the success of high performing placements.



MATTHEW HEWENS

Search Partner - Insurance

Matthew is an experienced recruitment consultant who commenced his career in 2014, accumulating end-to-end agency recruitment expertise in both London and Sydney, with specialisation in Insurance and Financial Services. Since 2019, Matthew has focused on the insurance market in Sydney, covering Broking, Underwriting, Product, and Portfolio roles, from experienced hires to executive and Head-of titles. He has successfully collaborated with a diverse range of clients, from household-name globals to boutique and challenger brands.



EXECUTIVE SEARCH

Reo Group Executive Search take on mandates for C-Suite level executives and their direct reports. We work across the entire leadership lifecycle, acknowledging the importance of bringing the right skills into your business early, to plan for the future.

Our Executive Search business sits hand-in-hand with our recruitment function. Unlike larger SHREK firms and smaller boutique agencies, Reo Executive place as much emphasis on nurturing candidates as they do clients. As a result we have build a wide ecosystem of loyal customers and a large candidate pool of high quality leadership talent on which to draw.

PERM RECRUITMENT

The Reo method of recruitment is evidence based. We believe that this is the only way to remove unconscious bias from the selection process and ensure you are building high performing, diverse teams that drive your business forwards. We have created a detailed, 4-step process, using a selection of bespoke tools to suit various role types and levels. This process enables us to consistently deliver the same high standard that Reo Group are renowned for and to share regular updates and detail with our clients and candidates that ensures transparency.

Over 13 years of operation, Reo Group have filled over 5000 permanent roles. 98% of those placements are still in place after two years.

TEMP STAFFING

Reo Group Temporary Staffing specialise in placing quality candidates in short-term roles. From short notice 'fill-ins' to longer term project contracts, our temp consultants are on hand to find the right skills when you need them most. We provide temporary staff across the sectors of financial services & insurance, finance & accounting, human resources, business support and administration and technology, managing roles end-to-end to ensure an easy transition into your team.

PRODUCTS

Reo Group offer a range of products to complement our core recruitment business, adding value to clients depending on their requirements. Our products include:

MARKET MAPPING

Reo Group offers a bespoke Talent Mapping and Intelligence product that aims to provide our clients with a strategic tool to support talent-led business decisions. This is especially effective for acquisitions of teams, succession planning exercises, diversity & inclusion analysis or when full market coverage is required in a search.

BUILD YOUR LEGACY

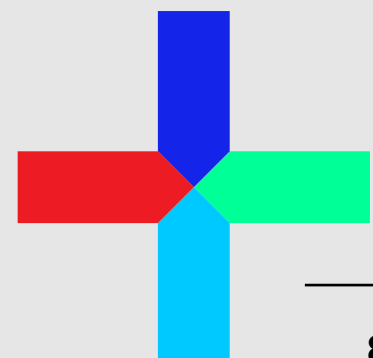
Reo Group's Build Your Legacy workshop has been designed to connect you with your purpose in life, inspiring long-term thinking and goal identification that sets a blueprint for the future, for both individuals and for teams.

[Find out more by downloading our brochure here](#)

EMPOWER FORWARD OUTPLACEMENT SERVICES

Empower Forward's approach to outplacement is tailored to the needs of your business. From one-to-one resume advice through to salary negotiation skills and network building, our team provide guidance on how best to position yourself in the current job market. This service aims to ease the stress caused by redundancy both for those moving roles and those remaining in the organisation.

[Find out more by downloading our brochure here](#)



SELF MASTERY WORKSHOPS

We are seeing increased demand for self mastery skills in the workplace, echoed by the World Economic Forum, who this year listed six self mastery skills amongst the top 10 in highest demand. Reo Group CEO, Stella Petrou Concha is an author and thought leader in self mastery, and delivers workshops in developing self mastery skills, often in tandem with the Build Your Legacy product. In the last 2 years Stella has been a guest lecturer and key note speaker at many of Australia's leading Universities as well being invited into corporates to work with teams.

[Find out more here](#)

DIVISIONS

Since Reo Group's inception in 2010 the agency has grown both in geographical reach and in the specialist sectors we cover.

FINANCIAL SERVICES & INSURANCE

The financial services & insurance division was launched in 2021 with key focus on the insurance sector. Jonathan Attwood has built a strong team and a loyal client and candidate base over the last two years. The team offers a wealth of industry experience and insurance recruitment knowledge, covering claims, broking, underwriting, distribution, product management and development, actuarial and analytics, risk and compliance, repairs and recoveries, client operations, risk engineering, loss prevention and loss adjusting.

FINANCE & ACCOUNTING

Reo Group began life as a specialist finance and accounting recruitment agency and over the last 13 years has built some incredibly strong relationships with some of Australia's best-known brands. From CFOs and finance directors through to business analysts and financial accountants, we recruit at all levels across both permanent and temporary appointments.

HUMAN RESOURCES

In 2020 Reo Group merged with Human Resources specialist agency TDR Group, bringing an expert HR recruitment team into the business. Reo Group recruit the full suite of human resources roles from executive level and generalist HR professionals to specialist roles across talent acquisition, learning and development, remuneration and benefits, wellbeing, organisation development and employee and workplace health and safety.

COMMUNICATIONS, MARKETING & DIGITAL

The Communications, Marketing & Digital team at Reo Group blend decades of experience in international agencies with Reo's signature evidence based method of recruitment. The team cover six key areas including executive, marketing, brand, communications, digital marketing and digital creative. The needs of each organisation is very unique in this area. The team carefully research each client's business and use their extensive networks and knowledge to unearth the talent that best fits their needs and culture.

TECHNOLOGY

Tech talent is in high demand and with a shortage of experienced candidates with skills in the right areas you need a specialist recruiter in your corner. Our technology team cover a wide range of roles but particularly specialise in cyber security, enterprise performance management and data engineering. Our team of well established recruiters have a wealth of experience and broad networks from which to draw, helping clients to refine the list of skills they need and the right cultural fit that will best meet the needs of the business.



SUPPLY CHAIN & OPERATIONS

Our supply chain & operations team has organically grown from an increasing need to provide high quality staff across operations, logistics and procurement, enabling manufacturing businesses to thrive. Our team have deep knowledge of the industry and the networks to match, taking the approach of understanding a client's business and needs first before looking for candidates. This method ensures we produce a high-quality shortlist every time, taking the effort out of the process and bringing the right people to our client's door.

CORPORATE SERVICES

Key departments such as sales, administration, office management and transactional finance are central to the smooth running of any business. Our corporate services team are skilled in taking a deep dive into the culture of a business and the core competencies they require for a specific role, using this knowledge as a springboard to find the right fit candidates for consideration.

REO GROUP SOUTH AUSTRALIA

Reo Group South Australia combines Reo's signature style of recruitment with decades of experience shared across the team. All Adelaide consultants are experienced in the local market, with extensive networks and know-how, enabling them to drive strong results since the office was launched in early 2023.



REO GROUP'S EVIDENCE BASED RECRUITMENT METHOD

Recruitment decisions are routinely derailed by unconscious biases that lead us astray. At Reo Group, we are guided by evidence and our unique Evidence Based Recruitment Method™ eliminates the risk of unconscious bias.

Across 4 distinct phases (Insight, Influence, Identify and Integrate), our 4-step method combines qualitative and quantitative inputs with unique profiling tools for unparalleled alignment with what clients are looking for.

1 INSIGHT

Our talent diagnostic tools allow us to unpack potential risks and take a step back to consider the broader end-to-end talent management cycle, ensuring you are set up for success.

2 INFLUENCE

We help you design the role, ensuring its responsibilities and outcomes are clearly aligned back to your business strategy. The detailed description then creates the benchmark to measure your candidates.

3 IDENTIFY

Candidates most closely aligned with your business needs are presented for selection, alongside evidence that allows you to make an informed choice that is based on more than just gut feel.

4 INTEGRATE

We set your new starter up for success by supporting your onboarding and providing clarity of expectations. Having found the right person for your role we work together to ensure their smooth integration into your business.

CANDIDATE PLACED

REO GROUP CANDIDATE MANAGEMENT PROCESSES

Reo Group are endorsed by job seekers, an award provided to our agency for the last three years as a result of the high scores we receive from candidates for our service.

We have a clear process for managing candidates, from registration where right to work information is shared and they are set up in our CRM system, through to interview preparation assistance, coaching, regular updates and two-way knowledge sharing throughout a job process.

Reo Group also circulate a number of assets to support coaching sessions with candidates including:

5 Tips for Interview Success

Competency Based Interviews - How to Prepare

Competing Job Offers - Making the Right Choice

Reo Group maintain engagement with candidates through a variety of channels and methods, listed below:

EMAIL ACTIVITY

Reo Group use the Hubspot marketing platform to maintain engagement with candidates who are pushed over to the platform from our recruitment CRM. We run a range of regular newsletters including Australian Insurance Digest, CFO Market Update, HR Hub, Talent Network and many less structured email blasts that are developed in partnership with Reo Group's dedicated marketing team and created to share market insights and advice pertaining to job search. There are automations as part of this integration, however Reo Group use technology where it enhances the human touch rather than replacing it, in order to retain the relationships we work so hard to build.

CANDIDATE CALL CYCLES AND INMAILS

Our team have a defined process for checking in with candidates to understand where they are at in their careers and whether they are starting to consider a move. This keeps our teams in regular contact.

LINKEDIN ACTIVITY

Organic and sponsored LinkedIn content both from Reo Group as an agency and from individual consultants allows us to keep in regular contact with candidates. Jobs are advertised this way, market insights are shared, we conduct interactive polls, share useful video content and comment on market news and developments that are of interest to our candidates.

SEEK ACTIVITY

Roles are advertised on Seek where we know they will get traction. There are specific markets we cover where Seek ads attract a strong response and others where we are more focused on LinkedIn. Our team monitor ad metrics to stay on top of emerging trends so we understand where best to communicate roles with potential candidates.

EVENTS

Reo Group run events that help our candidates elevate their potential. From skills and career development workshops to panel discussions exploring hot topics such as AI integration, our events are designed to address current market challenges and trends and to provide attendees an opportunity to network and collaborate with peers.

INDUSTRY RECOGNITION AND REVIEWS

Reo Group use Recruiter Insider, a global feedback platform developed specifically for the recruitment market, to gather reviews and scores from our clients and candidates. We measure each stage of the recruitment process to ensure that we are providing the highest level of service consistently across our agency.

95.2%

AVERAGE SCORE FROM CANDIDATES INVOLVED IN A JOB PROCESS WITH THE INSURANCE TEAM OVER THE LAST 12 MONTHS.

98.5%

AVERAGE SCORE FROM CANDIDATES INVOLVED IN A JOB PROCESS WITH THE INSURANCE TEAM OVER THE LAST 12 MONTHS.



**Figures based on 46 reviews in a 12-month period with a response rate of 25% of all customers surveyed*

“very professional and definitely would recommend Jon to other peers in similar positions.” **CEO, GLOBAL INSURANCE AGENCY**

“Jon was faultless from start to finish. Had great insight towards the business & people I was meeting with which helped a great deal. I was happy with the whole experience.” **UNDERWRITING MANAGER, FINANCIAL LINES**

“Deanna did an amazing job in securing the perfect candidate for our role. Definitely met our expectations and happy to have him on board with us!” **HEAD OF OPERATIONS, UNDERWRITING AGENCY**

“Deanna is wonderful to work with, has fantastic hands-on industry experience, and always goes above and beyond to find the right talent for our business.” **CLAIMS CONSULTANT**

FEEDBACK ACROSS WHOLE REO GROUP TEAM

96.5%

Average score from candidates involved in a job process with Reo Group over the last 12 months.

96.7%

Average score from clients who used Reo Group’s insurance team to fill a role over the last 12 months.

SCORES RELATED TO SPECIFIC ACTIVITY

Understanding company background and culture: **95%**

Understanding of job requirements: **95%**

How well Reo Group’s shortlist fits the brief: **95%**

Provision of regular updates: **95%**

“...a very professional end to end recruitment package, including placing a candidate that met all our requirements for the role. The recruitment process, from initial engagement through to onboarding the candidate, has been seamless...” **HIRING MANAGER**

“First class candidates and a fantastic successful employee, exactly to our brief.” **HIRING MANAGER**

“...took the time to get to know me and understand what I was looking for in today’s industry (with) genuine interest in the best career move for me, regardless of the outcome of any interview.” **CANDIDATE**

“...there the whole time, guiding me and explaining everything I need to know to understand the process and the role I am applying for.” **CANDIDATE**

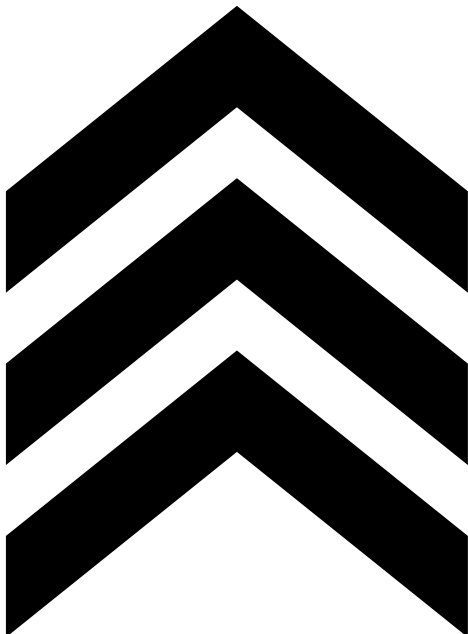
***Figures based on 608 reviews in a 12-month period with a response rate of 30% of all customers surveyed*

RECENT AWARDS



Reo Group won the 2023 Service Excellence Award through Recruiter Insider. This award is given to the agency with the highest scores across both candidates and clients for the financial year. For our agency this is the most important indicator given that our customers determine the award and are the best judges of the service we deliver.

Reo Group were also once again 'endorsed by job seekers' in 2023, maintaining candidate scores of over 94% for the full 12 months.



PARTNERSHIPS WITH BROKING AND UNDERWRITING COMPANIES NATIONALLY

BROKING & DISTRIBUTION

Account Manager -
Mining & Construction

Client Manager - Corporate

Account Manager - Trade Credit

Account Director -
Construction & Transport

Business Development
Director - Parametric

Managing Director NSW - Corporate,
Construction & Professional Indemnity

Principal Risk Engineer -
Corporate Property

Account Director -
Schemes & Affinities

Managing Director -
Property & Strata

Account Manager -
SME Commercial

UNDERWRITING, PRODUCT & PORTFOLIO

Head of Financial Lines,
Australia & New Zealand

Chief Underwriting Officer - Australia
& New Zealand Personal Lines

Senior Underwriter -
Civil Engineering

Senior Underwriter -
International Financial Lines

Underwriting Manager -
Environmental Liability

Senior Underwriter -
Marine Liability

Underwriting Assistant -
Hospitality & Liability

Underwriting Manager -
Professional Indemnity

Underwriter -
Mid-Market Property

Pricing Manager -
Commercial

CLAIMS & OPERATIONS

Group Chief
Operating Officer

Head of Claims,
Agriculture & Commercial

Senior Claims Adjuster -
General Liability

Manager - A&H
and Travel Claims

Senior Claims Adjuster -
Property Fac

Head of Claims Operations -
Commercial

Head of Quality Assurance,
Travel & Personal Lines

Claims Officer -
Travel

Senior Claims Consultant -
Marine Liability

Volume Claim Appointments -
Home, Motor, Travel and Property

REO GROUP'S GIVING STORY

Reo Group are actively engaged in projects that support the UN Sustainable Development Goals (SDGs), with particular focus on SDG #4, Education.

As businesses transform and automate their processes, remote Indigenous communities still do not have adequate access to the basics of fast internet, computer equipment and software and the educational opportunities required to make their career goals a reality. SDG#4 inspired the creation of our 'Elevate a Nation' project with the aim of addressing this issue.

Every time our recruitment teams place a candidate, Reo Group give the equivalent of 50 days of technology education to remote Indigenous communities across Australia, translated into action on the ground by our partners at Dot Com Mob and CAYLUS (Central Australia Youth Link Up Services).

Through this project we are focused on reducing the digital divide across Australia.

Our vision is an inclusive and equitable education for all. Find out more at:

reogroup.com.au/giving-story/



CONTACT US

For further information please contact

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