



## Katrina Shanks

**ANZIIF**



Katrina has spent much of her career in financial services. A Chartered Accountant by trade, Katrina started her career in Audit, spent time at Newton Fund Management in London and then joined Westpac Trust. She has owned her own small accountancy business for seven years, after which she was the Financial Controller for the New Zealand National Party.

Katrina has a deep understanding of the legislative process and how to influence policy development, drawn from her experience as a two-term Member of Parliament. During that time, she chaired Select Committees and was a member of the

Commerce Select Committee during the significant legislative changes in the financial services sector.

Katrina has considerable experience leading membership bodies, working with regulatory change, creating public awareness, and has developed a learning academy. In addition to this she has managed the significant Funeral Trust Fund.

Katrina has been the CEO of Financial Advice NZ for five years. She was the inaugural CEO which merged three industry bodies into one professional body. In this time the organisation has become the voice of the financial advice sector, influenced significant legislative and regulatory change, and delivered quality professional development. In addition to this she has ensured research has been the basis for promoting the value of advice to consumers, enabling more New Zealanders, to seek quality financial advice to increase their financial health, wealth and wellbeing.