

WENDY MOORE BIOGRAPHY

www.wendymoore.com.au
contact Wendy Moore 61 3 9686 2288

Wendy Moore rose from a secretary to become one of Australia's most highly regarded specialist IT Project Managers with the prestigious international qualification Project Management Professional (PMP from the US).

Her route to the top took her through toy manufacturers and aviation law firms in Japan to the legal and mining sectors in Australia and IT consulting.

She reached the top as an IT project manager; multi million dollar budgets, multiple projects, fabulous salary and perks and an office with a view, only the view made her sick, well not so much the view but certainly the stress.

The thirty-something, tall, blond Melbourne high achiever had 'made it' – healthy bank balance, enviable property portfolio and travel, but unhappiness and unhealthiness. She hated her working life and her body knew it and reacted.

But then three years ago things changed for Wendy. She had three epiphanies. Driving along the Western Ring Road she was listening to a mentor talking about 'significance', a bell went off, 'I realised my passion was actually property investing – I loved it, I'm good at it and I want to teach other women how to do it', she said.

The 'throwing up' every morning before work was a 'no brainer' for her doctor who suggested she needed a 'lifestyle' change. The third epiphany was reading Kim Kiyosaki's book Rich Woman which inspired her to start her own property investing group for women.

These 'moments' conspired to help her make the decision to leave her high powered position and the throwing up and throw in the job! She did and also took her own property investing to a new level as well as starting Affluencia – thus realizing her dream of creating a vehicle to educate and women about investing in property for financial independence.

That was three years ago. Since then Wendy has grown her national property portfolio, had hundreds of women attend her Affluencia events and been featured before 1.4 million viewers on TV's Hot Property program resulting in an avalanche of hits to her website (www.affluencia.com) and speaking around Australia.

Then emerged a love for running her business online. As her own knowledge grew, she discovered how little other women knew about creating online business success. Wendy then established Savvy Web Women (www.savvywebwomen.com) to show small business women everywhere how to take their client facing business online and leverage the power of the internet.

Wendy's secret to success is to learn from the best – work with specialist experts in business to build your knowledge and grow your expertise.

For interviews contact:
Wendy Moore
PH 61 3 9686 2288

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