

VALIDITY COACHING DIRECTOR EMMA LO RUSSO TO PROVIDE KEYNOTE ADDRESS AT SYDNEY'S PROFESSIONAL DEVELOPMENT FORUM

Emma presents “Engaging with the Dragon – cultural considerations when doing business in China”

Sydney, Australia – February 18, 2010 – VALIDITY Coaching today announces the February Keynote address to Sydney's Professional Development Forum, hosted by Telstra on Wednesday 24th February, will be given by Emma Lo Russo, VALIDITY Coaching's Director, Senior Coach & Mentor.

Emma has been invited to address Sydney's future business leaders about her experience in engaging with China. Those that will attend will hear Emma share her journey in leading Altium, one of Australia's largest software companies, in its quest to sell and market its world-leading software in China. She will also share with us her thoughts on dealing with China's unique cultural & business environment.

“Working in China is incredibly exciting, rewarding and very different to doing business anywhere else in the world,” said Emma Lo Russo. “It is a privilege to share my knowledge and experience with others in the hope it can help bring them greater insight and success. I do look forward to speaking to so many talented people at the Sydney Professional Development Forum and commend them in their quest to give themselves a leading edge by investing in their own development.”

Emma's career-to-date has spanned general management, go-to-market strategy development, planning, and senior marketing leadership roles. At Altium she was President & Chief Operating Officer with responsibility for the global sales, finance, people, manufacturing, logistics and marketing teams. In her role of President she held overall global responsibility for the company's enterprise strategies, market positioning and key growth initiatives which included the development of a successful IP protection strategy to compete with software piracy in China. Emma now shares her knowledge and experience through her consulting practice 4C Growth and as a Director, Senior Coach & Mentor of Validity Coaching.

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VALIDITY Coaching (www.validitycoaching.com) VALIDITY COACHING helps lead the organization and executive behavioural changes required to grow people and their client's businesses. Established in 2006, VALIDITY's international team offers over 150 years of coaching experience across all levels of executives, managers, sales managers and sales teams and across a variety of disciplines and industries. Validity's ethical, powerful, results-oriented coaching is grounded in today's business realities and is based on a proprietary coaching approach – PROOF©.

Engaging with VALIDITY as a coaching partner is secured in confidentiality and founded on solid individual development with personal stretch goals and measurements. This provides VALIDITY's clients with the security and knowledge that a robust system is consistently applied and measured in all coaching assignments. VALIDITY Coaching is committed to delivering in a true partner relationship based upon agreed values and shared business objectives.

VALIDITY Coaching is a key sponsor of the HR ANZ Summit 2010.

The Personal Development Forum (PDF) (www.adifferentcorner.com/pdf) is for executives who are looking to grow and expand their knowledge, learning and networks in order to help them fast track their careers and professional success.

In addition to building a powerful and engaged network of like-minded executives, PDF provides access to well-known senior leaders across a wide range of industries who share their experience and journeys in order to open their member's views to the different possibilities and considerations in achieving career success.

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