



Suzan Campbell

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Suzan Campbell joined the Australian Securities and Investment Commission (ASIC) in January 2013 as Senior Manager in the Financial Capability team. In this role, she is responsible for strategic planning, resource development, technology implementation and marketing and communications for ASIC's website for consumers and retail investors, MoneySmart (moneysmart.gov.au).

Suzan is a digital professional with 20 years' experience in digital development, research, strategy and communications. Prior to joining ASIC, she was the Network Manager of ABC Online, the Australian Broadcasting Corporation's website. Her responsibilities included developing strategies for best practice in digital communications, providing creative and editorial leadership to develop content to drive audience engagement, and strategic oversight to align business drivers with technology development.