



the peak body and leading voice
for sonographers

For immediate release
28 March 2018



Jodie Long announced as new Chief Executive Officer of the Australasian Sonographers Association

The ASA Board is delighted to announce the appointment of their new Chief Executive Officer Jodie Long, effective Monday 26 March 2018.

Jodie is a highly accomplished executive healthcare leader with over 25 years' experience in the allied health sector. She has the ideal mix of both business and clinical experience, plus the drive to take the ASA to the next level of growth and operational excellence for our members.

In announcing this appointment, The ASA President Dr Jennifer Alphonse has said "I am personally very pleased that we have been able to attract someone of Jodie's calibre to this role. I look forward to working with her in advocating for the sonography profession."

Her experience includes the role of Interim Managing Director for the ASA as well as over 10 years' experience in senior management roles. Previous roles include Principal Management Consultant, Business Manager Ultrasound and Business Manager Service for Siemens Healthcare across Australia and New Zealand, where the emphasis was on strong strategic direction, leadership and customer service.

In addition, Jodie is a qualified sonographer and has been a member of the ASA for over 14 years.

Independent recruitment specialists were engaged by the ASA to assess many high calibre candidates. Jodie's strong in-depth healthcare knowledge and executive business leadership were considered invaluable to the ASA, in achieving continued operational excellence and growth as the peak body and leading voice for sonographers.

In accepting this role Jodie said "I am passionate about sonography and understand the challenges faced by Australasian sonographers. I look forward to working with the team to lead the ASA into the next stage of its strategic development."

END

asa MEDIA RELEASE

