

Sonia Christou

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Education

- Bachelor of Computer Engineering and Programming – Frederik University, Cyprus
- Bachelor of Business Administration and Marketing – Cyprus College (European University Cyprus)
- Diploma in General Insurance Broking – Australian and New Zealand Institute of Insurance and Finance

Professional Experience

2021 – Present | Founder & Director – All Star Brokers Pty Ltd, Toowoomba, Australia

- Founded and lead a client-focused brokerage delivering tailored risk and insurance solutions across all general insurance lines.
- Oversee business operations, compliance, client relations, and strategic business growth.
- Mentor and develop a high-performing team dedicated to service excellence and continuous improvement.

2015 – 2018 | Director – Sphere Insurance Group, Toowoomba, Australia

- Co-founded and managed an Authorised Representative (AR) network under a newly obtained AFSL.
- Expanded the network to 63 ARs nationwide with a \$15M+ portfolio within three years.
- Provided leadership, training, compliance oversight, and performance management across the network.
- Managed corporate and SME portfolios and implemented growth, pricing, and renewal strategies.

2013 – 2018 | Director & Senior Account Executive – PSM Insurance Services, Toowoomba, Australia

- Managed a portfolio of corporate and SME commercial clients across diverse industries.
- Led a team of five sales professionals, delivering tailored insurance and risk solutions.

2010 – 2013 | Territory Manager – Chubb Insurance, Brisbane, Australia

- Managed a sales and service team of seven across key accounts and regions.
- Delivered strategic sales initiatives and client servicing improvements.

1994 – 2010 | BP & Shell Cyprus, Nicosia, Cyprus

- Held roles across IT Support, Purchasing & Logistics, and HR Management.
- Oversaw international procurement and logistics operations across Europe and the Middle East.
- Managed recruitment, training, and personnel functions within the HR department.

Community & Leadership Involvement

Australia

- Member of the Highfields Chamber of Commerce, supporting local business growth, collaboration, and professional development within the Toowoomba region.
- Member of BNI (Business Network International), fostering professional connections and business growth through structured referral-based networking.
- Member of Women on the Move, advocating for women in business through mentorship, education, and community engagement.
- Member of the Zonta Club of Toowoomba, contributing to initiatives that promote gender equality and advance the status of women locally and internationally.
- Regular participant in local charity and community events, promoting small business visibility, youth empowerment, and educational initiatives.
- Mentor and advocate for young professionals entering the insurance and financial services industries.

Cyprus

- Served as President and Vice President on multiple school boards, supporting education, student wellbeing, and parent-teacher collaboration.
- Elected Councillor for the local municipality, contributing to community planning and civic initiatives.
- Participated in European Youth Programs, representing local communities in international forums focused on leadership and education.
- Among the initial members of Kenthea, a non-profit organisation dedicated to educating parents, teachers, and youth on addiction prevention.
- Represented Cyprus in European educational exchanges, collaborating with educators and community leaders to promote wellbeing and youth development.