



# Brenton Retallack

## Business Development Manager

Brenton Retallack, Aspeq's Business Development Manager, has a career journey marked by exploration and a willingness to try new paths. From professional sport and pastry making to military service and banking, Brenton's diverse experiences have shaped his dynamic approach to business development.

## An Unconventional Path to Business Development

Brenton's early career was a process of exploration. "No one knows what they want to be at 17," he reflects. "I took time to explore my interests before deciding on a career." This led him through various roles before discovering his passion for business development during a sales position at a Fortune 100 financial technology company.

"Business development scratches my brain in a way that I love. It's about relationship building, problem-solving, and strategic thinking," says Brenton. Despite achieving top 1% global sales, he sought a new challenge and found it at Aspeq in 2023, attracted by its culture of trust and growth.

## Driving Growth from Canberra

Now based at Aspeq's Australian headquarters in Canberra, Brenton is focused on securing new business and tailoring Aspeq's solutions to meet clients' evolving needs. With nearly a decade of experience in regulated sectors, he brings a deep understanding of the complexities faced by government clients.

"Aspeq has a strong reputation with government and other regulated sectors like healthcare and education," he notes. "Our 30 years of experience in delivering high-stakes exams means we truly understand our clients' regulatory environments."

Brenton is particularly excited about expanding Aspeq's presence in new sectors like education, leveraging its extensive network of secure exam centres across Asia-Pacific. "Our mantra is assessment services, anywhere, anytime, and we live by that," he says.

## Building Client Relationships with a Personal Touch

Brenton's approach to business development is centred on building strong, open relationships. He excels in navigating the complexities of government clients, which often involve multiple stakeholders. "My approach involved a lot of face-to-face meetings, open communication, and a willingness to engage with everyone involved," he explains.

This client-focused strategy has contributed to Aspeq's track record with government contracts. "Once we secure a contract, we never lose it. There's really no one else like us in the market," he adds.

## Looking Ahead: Growth & Expansion

Brenton sees significant growth opportunities for Aspeq but acknowledges that building brand recognition will take time. "We may not always be the biggest player, but our agility allows us to quickly adapt to our clients' needs. We're well positioned for rapid expansion in the next five years," he predicts.

Outside of work, Brenton continues to explore his interests. He's studying for an MBA, writing a craft beer column for a local paper, and experimenting with international cuisines in his kitchen. His willingness to venture into new experiences reflects his belief that "nothing ventured, nothing gained."

Brenton's broad expertise and innovative approach make him the ideal leader to drive Aspeq's expansion into new industries and technologies. "All the pieces are in place for Aspeq to grow. I'm excited to help lead that journey," he concludes.