



Rob Soda is a Relationship Executive with the Commonwealth Bank of Australia's Corporate Financial Services Division.

After obtaining his Bachelor of Business in Banking and Finance from the University of South Australia in 1997, Rob immediately commenced with the Commonwealth Bank on a twelve-month graduate program. Rob then spent three years as a Credit Analyst involved in assessing commercial lending facilities for one of the largest corporate banking portfolios in Adelaide.

In 2000, Rob was seconded to SA Business Vision 2010 on a three-month assignment. As an Executive Officer for the Guidelines for Good Business Practice project, he liaised with various business groups to promote the usage of the program.

Following this secondment, Rob spent time with the Bank's Global Markets Division until late 2001 when he became the Relationship Executive of a corporate banking portfolio. This role involves managing the lending, investment, international trade, and risk management requirements of his clients.

In April 2004, Rob completed a Masters Degree in Business Administration undertaken via the University Of New England in Armidale as an external student.

Rob has been actively involved with the Australian-Croatian Chamber of Commerce SA since 2002. As President, Rob is involved in the promotion of cross investment opportunities in Australia and Croatia and maintains contact with Government agencies involved with investment promotion in both countries. Rob is also aiming to promote the local business interests of South Australian-Croatian owned businesses.

Memberships and affiliations:

President of the Australian-Croatian Chamber of Commerce SA
Member of the Council for International Trade & Commerce SA