



CAROLINE CHOONG
Sydney's Wonder Woman



For International Women's Day, we are proud to celebrate Caroline, a member of the Sydney family whose influence has made an incredible impact on our team both professionally and personally.

Caroline joined the Sydney Paint team in 2021 as a Business Development Manager and quickly established herself as a top performer. In 2024, she was promoted to Senior Business Development Manager, a recognition of her dedication, excellence, and the immense value she brings to the company. Caroline has consistently been the top salesperson within the team and is widely regarded as the best account manager in the business. Her track record of generating business is impressive, but it's her leadership, work ethic, and kindness that truly set her apart.

Beyond her impressive achievements, Caroline has shared a wealth of experience from her previous roles, enriching the team with her knowledge and expertise. She has been an invaluable mentor, offering guidance and insight that have helped many of us develop in our own careers. Whether it's offering sales and customer advice, providing direction in challenging situations, or simply offering a listening ear, Caroline always makes time to support her colleagues and the branch. Although Caroline has one of the heaviest workloads in the team, she never turns down the opportunity to assist with the planning of events and conferences; you could say that organization is one of her superpowers.

What makes Caroline stand out most is her exceptional ability to connect with people. Her compassion and willingness to go above and beyond for others is something we all admire. Caroline is always the first to step in and help, whether it's assisting a colleague with a challenging task or supporting a client in need. Her generosity of spirit and tireless support make her a standout team member and leader.

Caroline's leadership is rooted in empathy and understanding. She leads with kindness, challenging the status quo while inspiring others to do the same. She has created a culture of collaboration and care within the team, motivating us all to achieve our best. Her influence has been felt by everyone, and we are truly lucky to have her as a colleague and friend.

The Sydney team has only amazing things to say about Caroline...

"The mother hen of the team who is always making sure we are well fed, our admin is accurate and up to date, our customers are happy and well serviced and the projects are executed correctly. Caroline has a beautiful ability to genuinely care about our team and is always checking in when people are unwell or have experienced emotional milestones in their personal lives (i.e. new babies, death of family members). And she does all of this whilst juggling 4 kids and a husband at home. A true allrounder!"

- Leah

“Caroline has been a huge help at work, always taking the time to explain tasks in a clear and understandable way. She’s quick to jump in and support me whenever I need an extra hand, making the workload feel much more manageable. Her upbeat attitude and eagerness to team up have truly kept me on track.”

- **Mark**

“Caroline has been a tremendous support since the day I started. From assisting me with putting together proposals in my early days to offering valuable advice on client interactions and measures, her guidance has been invaluable. Her support has played a key role in helping me achieve the positive position I hold today at Programmed. I am incredibly grateful to have her as a colleague—we work exceptionally well together and have shared countless great memories at work events.”

- **Jesse**

“Caroline has always been willing to drop everything and help me and the greater team.

No matter how busy she is managing her own territory, she has never declined to help me with any of my “newbie” questions that I may have.

An amazing person, mother and work mate. Not sure how she juggles all aspects, maintains her composure and achieves great results in her work.”

- **Paul**

“Cas sits opposite me and I think she tries to avoid eye contact with me as she knows that I am going to ask her another stupid question that I have asked her 3 times already. But no eye contact, does not work with me, so inevitably I pluck up the courage yet again and ask, Hey Cas how do I do this or what has happened here, or can you show me this that or another. As always Cas puts a smile on her face, gives me more of her time and helps out. We love you Cas..”

- **Scott**

“While I was shadowing the sales team as a graduate I spent much time with Caroline. She is one of the warmest and most genuine people I have met and is truly so caring and respectful of everyone.

For me personally, and I’m sure the rest of the team would agree, I found that Caroline would drop anything she is doing to help – a trait of a great leader and person. As a graduate in training for much of 2023, I had the privilege of getting to shadow Caroline in meetings. From this I learned two things, one is that Caroline brings respect and warmth to every interaction she has, the second is that she is an absolute gun! I have learned so much from Caroline, not just about sales, but also about how to be a hard worker and team player. She really is the G.O.A.T!”

- **Ethan**

“One of the most memorable moments I can recall about Caroline is from when I ruptured my Achilles and had surgery. When I returned to work with a moon boot and crutches, it was really difficult for me to move around. Somehow, I still managed to drive to the office and work from there.....

While I was in the office, Caroline always went out of her way to help me—whether it was bringing me things like forks from the kitchen when I had lunch or just making sure I had what I needed.

She’s a great woman, and I really hope she wins!”

- **Alex**

“Caroline has always gone above her role to ensure customers feel comfortable and heard starting from morning teas to coffees and being genuinely accommodating and hearing them till the end.”

- **Lee**

“I can always count on Caroline to arrive on time, take responsibility for her projects and meet deadlines.

She possesses excellent communication skills, is a good listener and can field clients’ questions with concise, well-constructed responses.

She is supportive, respectful and flexible.

She takes feedback seriously and is open-minded when presented with new ideas/solutions.”

- **Christopher**

“Caroline ensures I have all the necessary job details, making tasks clear and outcomes efficient, her support simplifies the process and makes my job easier.”

- **Ali**

Caroline, thank you for being an unwavering source of inspiration and support to all of us. You truly embody everything that great women across time have stood for and are an inspiration to young women in what hard work and kindness can achieve. Your leadership, care, and dedication have made a lasting impact on the team, and we are grateful for everything you do!