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Mr Peter Cox joined The Leukaemia Foundation as Chief Executive Officer on 15 October 2007.

Peter has over thirty years commercial experience in the Australian retail industry and has a personal passion for the not-for-profit sector.

During his retail career, Peter held senior management roles for two of the largest department store organisations in the country. In his capacity as General Manager in each company, he successfully delivered several internally focused major change programs. Previously, Peter was CEO of the Australian Institute of Management for Queensland and the Northern Territory for 2 years. He spent 2 years as a partner in a national business consulting firm.

Peter's not-for-profit involvement has been with Karuna Hospice, where he has been Chair for the last eight years, Abused Child Trust and St John's Ambulance.

Peter believes very passionately that the Leukaemia Foundation is an organisation that truly lives by its Vision to Cure and Mission to Care and makes a tangible difference to the lives of the people it is fortunate enough to look after. In fact, Peter has been quoted as saying it took him less than 10 seconds to decide that the Leukaemia Foundation is the place he wanted to be.