



PREMIER 2021 EDITION

THE TOP 50 AUSTRALIAN PROFESSIONALS

Featuring

COURT WATTS
CEO, IQR GROUP PTY LTD



Court Watts

transformed his company and its global manufacturing facilities overnight to help in the fight against COVID-19, proving that one man CAN make a difference.

-Story on Page 22



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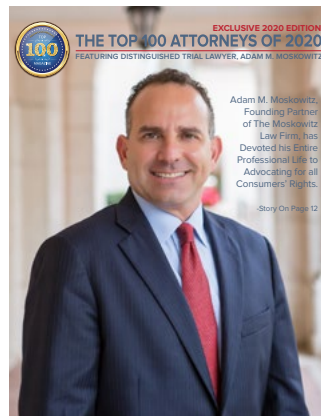
Graphic Design:
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The Top 50 Australian Professionals
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www.TheTop100Magazine.com

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Greenville, N.Y. 11548

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The staff of *The Top 100 Magazine* would like to express their gratitude for having the privilege of working with the brightest, most accomplished and esteemed professionals in Australia.

Through the combined efforts of our account directors, writers, production staff, and artists, as well as the cooperation of everyone who is featured in this extraordinary edition, I believe we are presenting one of our finest publications to date.

I know that our readers will be equally impressed by these stories and appreciate the tremendous fortitude, dedication, and perseverance of these individuals, along with the many sacrifices they have made in the pursuit of their dreams.

It is my sincere wish that each and every one of these amazing professionals continue to experience success and my pleasure to present *The Top 50 Australian Professionals Magazine*.

Joseph Nunziato
CEO, Redwood Media

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THE TOP 50 AUSTRALIAN PROFESSIONALS

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Kerry Boulton

Founder and CEO



With a master's degree in entrepreneurship and innovation as well as two decades of experience as an entrepreneur, business coach, and consultant, Kerry Boulton has become Australia's most respected exit strategy advisor. As founder and CEO of The Exit Strategy Group, she won the 1992 *Telstra Business Award for Total Quality Management* and was named *Innovator of the Year* by the Australian Graduate School of Entrepreneurship in 1999. With the goal of creating strong, positive businesses that provide real value, Kerry equips business owners with essential steps for overcoming challenges and ensuring their financial freedom. A professional EOS (Entrepreneurial Operating System) implementer, she taught business for six years at Swinburne University and has authored two books, *The Uncensored Truth about Exit Strategies* and *Million Dollar Pay Day*.

Why is an exit strategy so important?

Because we're human. Whether we like it or not, we are not immortal, and one day everyone will exit their business—so you can never be too prepared. Now, I'm not saying

you need to exit your business at a particular time, but it's important to think about how to build value and make your business transferable to the next person, as well as having buy-sell agreements and business succession agreements in place. In my case, everything was going swimmingly with our second real estate business until 2018 when my husband's bowel cancer returned. Fortunately, I knew what to do, and we applied the strategies I teach. We were ready to exit, and when he passed away, the documents we had in place were invoked in terms of business succession.

It's also important to think of yourself. Everyone needs to have a sense of purpose after moving on from a business, because a life without purpose is no life at all. This has been proven by the sad statistics involving people who retire — most often, men — who pass away within a few short years. Of course, there's also the benefit of being able to cash out or cash in at any time when you have your business ready, as was the case with our first businesses and particularly, our real estate company.

When should people start thinking about an exit strategy?

Ideally, when they start their businesses, but it's never too late. You're the most important investor in your own business. For example, if you were to look at buying shares in a company on the stock market, you would have an opportunity to sell those shares at some point down the road. So, as the most important investor in your own business, you need to give yourself that option.

When did you start The Exit Strategy Group?

In 2011, I realized there was a gap in the market, and no one was talking about exit strategies. It was not only a great niche, but there was also a significant need for people to learn these strategies, especially baby boomers like myself. Many people don't want to face their mortality, and some just don't know where to start.

What kinds of businesses do you work with?

Usually, businesses of reasonable sizes with between five and 200 employees. My biggest client was \$50 million, but I do a minimum of around \$1 million in sales turnover. I primarily work with service businesses, but I have manufacturing clients as well.

Has your entire career been in business coaching?

No. In fact, I am currently in my fifth reinvention. I first learned the importance of giving business investors exit strategies in 1987 when I bought a division of the public company I'd been working in as general manager. We had 83 staff in five locations around Australia and 120 international agents,

and my plan was to grow the business and sell it to an international group within five to 10 years. I was there for nine years before retiring the first time, in 1996.

What made you decide to come out of retirement?

I'd been retired for two weeks, and I was already bored. Although I love my children, I was not cut out to be a stay-at-home mum. A friend approached me about starting a business coaching company, and I remained in that role for nine years before retiring again to spend more time with my children and to help my husband with the real estate business. It became highly profitable, and in 2007 someone made us an offer we couldn't refuse. Like I tell my clients, having a business ready at any time puts you in a good position. So, when the opportunity arose, we took it, and the financial crisis occurred the very next year. My husband was then diagnosed with bowel cancer, and I looked after him while he recovered. A year later, I returned to my passion; working with business owners, and my husband became involved in growing another real estate business at the same time.

What do you think shaped you into the person you are today?

I've always believed it's important to know where your passions and strengths lie, and my strengths come from my personal education. I left school at age 15 because my father was ill, and I cared for him at home before he passed away. As a result, I had to teach myself or learn by working alongside people who mentored me. That's why I call my education QBE-qualified by experience.

Tell us a bit about the books you've published.

The Uncensored Truth About Exit Strategies covers 10 myths every business owner must know before creating their exit plan. Hard copies are available for free on my website or at <http://www.FreeExitStrategyBook.com.au>. My second book, *Million Dollar Pay Day*, is a how-to book about all the do's and don'ts involved in getting your business ready for your exit. This one is also available from my website for the cost of postage and handling.

How do you spend your time outside of work?

I'm actively involved in a local community sports club called South Melbourne Districts. I've been secretary for 15 years, and I also run the Cricket Blast Program, which I helped implement 24 years ago to teach little kids how to play cricket. The club now has over 2,000 members. In winter I become a short-order cook as "Queen of the Canteen" for our senior football games.

Where do you see yourself in the future?

I see myself continuing what I'm doing now; working with business owners and nurturing them through the process of creating valuable businesses. I love working with business owners and seeing the results they get, so I will continue advising for as long as I can.



THE **STRATEGY GROUP**



With the goal of creating strong, positive businesses that provide real value, Kerry equips business owners with essential steps for overcoming challenges and ensuring their financial freedom.



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Liam Murray

CEO/Founder

Liam Murray is CEO and founder of Build-Apps: The ultimate data-driven commercial real estate platform, owned, controlled, and governed by portfolio owners. Build-Apps is a Microsoft Integrated Services Vendor (ISV) headquartered in Brisbane, Australia. An engineering expert for 15 years who has dedicated his entire career to real estate sustainability, Liam worked for five years to develop Build-Apps' offering—a revolutionary data-driven suite of apps that in just 18 months has been adopted by some of Australia's largest REITs, supporting \$25 billion in valuation of the country's real estate. Build-Apps is a cloud-based Microsoft 365-integrated, smart real estate portfolio solution for the built environment designed to help commercial real estate owners and property developers identify sustainability-improvement pathways to achieve their specific goals. Spun out of Liam's first company, Building-Performance, Build-Apps has already executed over 50 deployments supporting \$4 billion

in assets for their clients, including 20 real estate investment trusts and funds, and property portfolio owners. Combined, his two companies have assisted property owners in managing over \$52 billion worth of property.

As demand for Build-Apps continues to grow in Australia, and Liam readies for its imminent launch into the U.S. and global markets, he sat down with us to share his excitement on how they're helping Build-Apps clients thrive with their innovative technology.

There is a lot of excitement around Build-Apps right now, with your U.S. launch just months away. Where did the idea for Build-Apps come from?

As managing director of my other company, Building-Performance, I've been advising clients for years on energy and environmental performance within the built environment to ensure building performance is optimized. As a mechanical engineer focused on building services and sustainability, I work with developers, architects, builders, and others to design or improve concepts and give guidance on

Build-Apps is a cloud-based Microsoft 365-integrated, smart real estate portfolio solution for the built environment designed to help commercial real estate owners and property developers identify sustainability-improvement pathways to achieve their specific goals.

how to adhere to Greenstar standards in Australia (LEED standards in the U.S.), and help improve the performance of buildings so that the owner gets a building that operates as intended or better.

Build-Apps is the fusion of my three career interests—engineering, IT, and real estate—to improve sustainability of the property industry. As I was working with Building-Performance clients, I identified a gap in the industry—the lack of a common data model, in fact, the lack of data-driven analytics for property owners to access and analyze the performance of their portfolios. Our clients are managing multiple properties, massive developments, and large real estate portfolios, and quick access to accurate, real-time information is critical to their success. After watching asset managers, developers, and sustainability professionals struggle to find data that was scattered across multiple, separate platforms and various departments, it became clear to me that what the industry needed was, as I mentioned, a common data model—easy access to *all* information—and a team of experts to help them implement and customize it for their specific needs. This was the impetus for my second, sister company, Build-Apps—an integrated services vendor of apps that stores and provides analysis of property data.

Customization is at the core of both our app and our implementation. Our team of solution architects, software developers, engineers, and real estate professionals work closely with them to put the data control and integrity in the hands of the property owners and we act as integrated ongoing support and training partners.

After five years of work to develop ADAMM & Co., and then testing it with some of the biggest property groups in Australia—Lendlease, Stockland, JLL—who adopted it and have been using it now for several years—I founded Build-Apps to first serve organizations here in Australia. We're excited to introduce it to the U.S. and global markets and have been taking part in multiple landing pad workshops to tailor our game-changing product to the U.S. market.

How is Build-Apps, and ADAMM & co., your suite of apps, helping your clients?

As I mentioned, we provide property owners with the ultimate data-driven commercial real estate platform. Build-apps improves efficiency, productivity, and cybersecurity, and gives our clients clear insight into forecasting and

business into the future because all departments—finance, sustainability, management, leasing, development, operations, engineering, etc.—are working on a common data model, making it fast and easy to access the data they need now. Increased access to real-time data can then provide solutions to some of their biggest challenges. For example, the impact of real-time data on sustainability is massive.

With our apps, ADAMM & Co., the data is transformed into a vital asset and can assist with strategic planning we currently have ADAMM, the grandfather of the suite of apps, that can be deployed to collect and interpret data from the property portfolio. Analytics include real-time building performance data, forecasting capital expenditures based on the age and performance of building assets SERGII, an ESG-focused App that provides sustainability improvement pathways, and much more macro and micro data about the property portfolio. ADAMM includes APIs that connect to global standards and rating systems for sustainability, for example, and gives property owners a single source of truth on the data for their entire portfolio, allowing informed decision making.

Who can use Build-Apps, and how do you help them implement it?

Anyone who has Microsoft 365 can use it. We go into their 365 environment and configure ADAMM and put in a structure to improve their asset management and sustainability. It gives our clients powerful and structured data-driven insight into their whole portfolio. These clients now own their data and have control over who has access to it. We build dashboards and other tools customized to their specific needs and goals. Customization is critical, but, surprisingly, it's not offered in the traditional software world. Customization is at the core of both our app and our implementation. Our team of solution architects, software developers, engineers, and real estate professionals work closely with them to put the data control and integrity in the hands of the property owners and we act as integrated ongoing support and training partners.

Your U.S. launch is approaching, but you have plans to expand into other countries as well, correct?

We do. Our global expansion plans beyond the United States include Europe, the U.K., Asia, and other countries. We've proudly served, and will continue to serve, our clients across Australia. We're thrilled to now be able to provide property owners in the U.S.—and worldwide—with our data-driven real estate platform for management of their portfolio. We're looking forward to helping our global clients thrive just as our Australian clients are now.

Build-Apps | Building-Performance

Alix O'Hara

Inventor, Founder, & CEO

Alix O'Hara is the founder and CEO of Mashblox Pty. Ltd., a multidisciplinary consumer goods company with a full purpose business model, backed by a powerful idea:

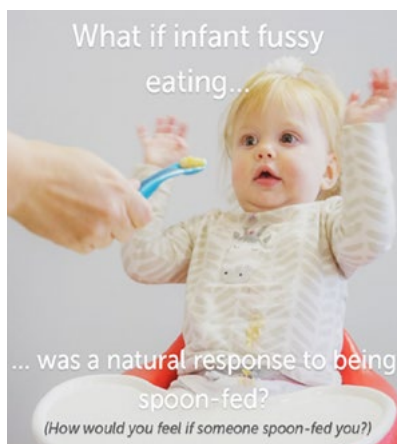
What if obesity trends and infant fussy eating had a common cause; not with what we eat, but how we are taught to eat?

Up to 50% of children go through a phase of picky eating that some never grow out of, causing enormous stress to their parents. Bringing unprecedented relief, Alix's company produces Mashblox; soft, hollow, silicone building blocks that fit into the palm of the hand as an infant self-feeding aid. As their motto says, "Mashblox #MakesGoodFoodsFun." Mashblox provides a practical solution for safe and healthy self-feeding by using children's natural tendencies to play with their food and explore the world through their mouths. After all, this is how babies learned to feed themselves for millennia before the advent of spoons and spoon feeding, eating disorders and obesity trends currently costing the world economy \$2 trillion per annum.

“ Mashblox #MakesGoodFoodsFun.

When mash foods are placed into the Mashblox, they are more likely to be eaten because the product bridges the gap between age appropriate textures and children's ability to handle them at any age. Likewise, children are able to stop when they've had enough to eat, rather than eating as much as a parent thinks they should. Early consumer research supports the fact that many fussy behaviours have roots in the child's desire for independence and aversion to how the food looks or feels. Either way, when it's put in the blox, there's no problem.

In addition to assisting parents with fussy eaters, Mashblox is the first company to provide a safe, scalable, commercial solution to obesity intervention. In fact, Alix' desk research strongly indicates that obesity and fussy eating often start from a common point of origin — parents who unnecessarily influence the natural process of feeding, and she's used this research case to open commercial doors around the world.



Alix connected Monash University with SMARTlab, both of whom have offered her a PhD placement for her approach, "scaling obesity intervention and driving greater population adoption of infant self-feeding via commercial means.

Mashblox returns control and independence to where it is most effective - the hands of infants. "Our customer research indicates that when infants are taught to feed themselves, they are better prepared for happy, mindful, eating habits and a healthier BMI, as well as healthier food preferences," says Alix. "The Mashblox just make this possible for both the parents and child." Mashblox also promotes problem solving, motor skills, and mess saving.

Because of Mashblox' unique and engaging approach to such significant health benefits, the product won a *National Non-Toxic Award* for ethical baby brands in Australia. It is also the only practical product solution supporting recommendations for infant self-feeding, promoted both U.K. and Canada government authorities, for their economic and population health benefits. Based upon 2008 estimates, Alix' initiative is projected to save the Australian economy a potential \$19.2 billion in adult obesity related healthcare costs and she is currently making local government policy recommendations for preventative health management. "We approach from infant intervention, a critical period responsible for 20% of adult obesity. I understand the adjusted value of preventative methods to the global economy to be \$400 billion USD per annum," Alix adds.

As the leader of the innovative new market capitalizing on infant self-feeding trends currently emerging around the world, Mashblox offers a variety of investment and commercial opportunities. Presently, Alix and her team are prototyping an app to scale consumer engagement with infant self-feeding tactics, that is positioning to partner with both childcare and insurance companies. Mashblox IP also brings scalability to the future of baby food delivery by rotating the multi-nationally patented silicone units on a circular economy, or by creating them of a bioplastic formula.



Most recently, Alix connected Monash University with SMARTlab, both of whom have offered her a PhD placement for her approach, “scaling obesity intervention and driving greater population adoption of infant self-feeding via commercial means. These efforts have registered interest with the Department of Health U.K., where self-feeding research started; and with the Embassy of Italy, where one in five children are now overweight or obese despite the lowest rates of adult obesity in the OECD,” says Alix.



Mashblox IP also brings scalability to the future of baby food delivery by rotating the multi-nationally patented silicone units on a circular economy, or by creating them of a bioplastic formula.

Although junk food is part of the problem, Alix argues that the amount of food an individual is taught to eat is a leading driver of obesity rates, especially in infancy and early childhood. “Both food preferences and satiety are programmed starting in infancy, and that’s where interventions need to start also,” she says. “We believe that this is the missing link to manage both fussy eating and obesity.”

If you have a fussy eater, Alix recommends these top tips:

- *How we learn to eat is just as important as what we're eating.*
- *Your baby is born knowing how much they need better than we can: they just need the tools and support to feed themselves. Sometimes fussy behaviours are just because we're rushing them, or offering more than they need.*
- *Fussy eating is often more about how food looks on the plate, or feels on their fingers, than the taste. For a happier experience for everyone, try experimenting with different delivery styles, changing flavours, textures or presentation, or especially, giving them control.*

Mashblox supports children and parents with all of the above.



TEDx Canberra
x = independently organized TED event



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the obesity intervention research case: <http://bit.ly/Research-Case> | benefits to fussy eating: <http://bit.ly/HelpingFussyEaters>

Karen Finch

Founder & CEO



About Driven by her passion for helping others, Karen Finch has dedicated her professional career to enhancing the legal profession—serving as a source of empathy within an industry that is often seen as putting profit before people. As a legal connector, she has helped thousands of clients to find quality legal information and advice, without the exorbitant costs, confusion, and fear, and has always been willing to stand out and disrupt for the right cause. In 2015, Karen joined Legally Yours, an online legal marketplace where customers can access upfront-pricing lawyers quickly and conveniently. Since taking over as CEO in 2017, she has grown their lawyer network nationally and has created a community of progressive lawyers who all practice in nontraditional ways. We had the pleasure of speaking with Karen to learn more about her company and her mission to support women in the law and the legal tech sector.

First, tell us a bit more about yourself. What did you do prior to becoming CEO of Legally Yours?

In 2001, I graduated from Monash University with a Bachelor of Law. After completing my article training, I practiced as a family lawyer, but quickly realized that the “business of law” and equating everything to a billable unit didn’t enable me

to build trusted relationships with my clients or practice law in a way that I found fulfilling. While deciding my next career move, an opportunity arose in the recruitment industry, and I became involved in recruiting technology and legal roles within corporate organizations. After a stint working internationally, and four children later, I decided I wanted to combine my passion for tech and law into my next career move.


Was this the catalyst behind joining Legally Yours?

Yes, absolutely! Through Legally Yours, I was able to bring together all aspects of my career and expertise and have the opportunity to change what I hadn’t liked about the legal industry all those years ago, such as the billable hour!

Through our online legal marketplace that has a focus on UX design and an intuitive client interface, Legally Yours brings together lawyers who deliver legal services in fixed-fee or value-based pricing ways and connects them with clients who are seeking lawyers without the “bill shock,” fear, and confusion. We have expert lawyer members in personal law and business law matters, including wills and estate planning, property law, family law, commercial law, and litigation—all based throughout Australia.

What are your primary responsibilities as CEO?

I’m responsible for the strategic direction of Legally Yours, leading our incredible team, and ensuring we all deliver on our purpose, values, and vision. Together with my business partner, Bianca Dowdell-Munro, our primary purpose is building valuable, transparent, and trusted relationships between clients and the legal industry. We do this by ensuring our lawyer members deliver quality, fixed-fee, and value-priced legal services with outstanding client care and communication to every client who uses the Legally Yours platform. In turn, we support our lawyer members by surrounding them with industry experts and leading businesses that help support and educate them to reach their professional and personal goals.

 As a legal connector, she has helped thousands of clients to find quality legal information and advice, without the exorbitant costs, confusion, and fear, and has always been willing to stand out and disrupt for the right cause.

You mentioned that your lawyers practice in nontraditional ways. Could you please elaborate?

We’ve created an extraordinary community of vetted lawyers who are experienced, progressive, and client centric. They practice in a way that creates greater accessibility to legal services by providing upfront and fixed pricing. They use technology to make it easier to communicate with their clients, provide flexible service delivery options, such as offering outside normal working hours or meeting clients at their office

rather than making clients travel to them, and design their processes and services around their client's needs.

Our lawyer members range from sole practitioners, to regional lawyers, to senior lawyers and partners within mid-tier firms. We help them build their brand by getting them in front of client markets that they may not have been able to access on their own, and we provide them an opportunity to join a network of like-minded peers—a more progressive, technologically advanced breed—where they can collaborate, network, and build referral relationships with each other.

What else is unique about Legally Yours?

One of the things that sets us apart is being an entirely female-founded and female-run team. We've been disrupting a traditionally male-dominated profession since 2014, and we're doing it in a unique way. Bianca and I focus on building relationships with our members and our clients, providing a flexible and virtual work environment that fits with our team's needs, and we support and nurture our members so that they can achieve both their career and life goals.

We're also very proud to support early-stage career lawyers, law graduates, and law students by welcoming them into our community for mentoring, networking, and internship opportunities, both with Legally Yours and our lawyer members. Our vision is to create a global community of progressive lawyers and professionals that deliver fixed-fee and value-based pricing services to clients around the world via our custom-built technology platform.

You launched free virtual legal events to help people affected by the COVID-19 pandemic. Will you tell us about these?

We wanted to serve and support as many people, businesses, and lawyers as we could to help them through this challenging time, so we pivoted our education events from in-person to a fully virtual format. We hosted 60 free legal information events in a nine-month period, which thousands of people across Australia attended. The topics were wide-ranging and extremely topical. These included subjects such as how to find a lawyer online, how to separate from your partner during a pandemic, how to sign legal documents virtually, how to negotiate your contracts during a pandemic, how to manage your employee agreements during COVID, and even topics such as "should I start a business during a global crisis?"

We not only empowered people with legal knowledge and information, but we also managed to drive real legal change in the way people connected with lawyers, how lawyers delivered their legal services during COVID, and



Our vision is to create a global community of progressive lawyers and professionals that deliver fixed-fee and value-based pricing services to clients around the world via our custom-built technology platform.

even in the regulation of how people sign legal documents during the pandemic. We also hosted and participated in a number of well-being and mental health focused events for both our Legally Yours community and the legal industry in Australia.

How do you enjoy your time outside of Legally Yours?

I love spending time with my husband and children and our family dog, Maggie. I also enjoy giving back to the law and legal tech industry. In 2019, I joined the Board of the Australian Legal Tech Association (ALTA) and was appointed vice president in 2020. As part of my role at ALTA, I co-host a monthly "Hour of Legal Tech Power" to a global audience interested in learning about the vibrant and fast-growing legal tech industry in Australia. I am also part of the ALTACON Committee, which spearheads Australia's best legal tech conference each year, and I organize meetups for female members of ALTA in a group we call WALTA (Women of ALTA). In early 2021, I was appointed the legal tech editor for a global idea-sharing platform called "Idea Spies," where I share positive and innovative ideas in legal tech around the world. I'm also regularly asked to speak at law society and legal events, and podcasts, both in Australia and overseas, and I'm involved in the Law Ambassador Program at Monash University.



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Riaan du Plooy



Chief Executive Officer

Riaan du Plooy is CEO of Cannsult, Inc., a company that specializes in business and process improvement services, or as they like to say, rehabilitation and restoration! Their services include consulting/partnering, live training and workshops, and Lean Six Sigma e-learning.

Through its two offices in Sydney, Australia, and Melbourne, Florida, in the United States, the company serves customers globally. With clients in various sectors including healthcare, FMCG, manufacturing, finance, banking, hospitality, fragrances, flavors, warehousing/logistics—and even the emerging legal cannabis industry—no industry is off limits. As a seasoned executive and a Lean Six Sigma Master Black Belt who has conducted over 400 successful implementations globally, Riaan leads a team of experts who thrive on teaching their ways and helping people and companies achieve their most challenging goals.

Tell us a little bit about your background and your role as CEO.

I have degrees in chemical engineering and business analysis, and through the years, I've operated in different roles within organizations. I've paid my school fees, starting as a shift worker, working my way up from operations roles into the great avenues of management.

I've taken on roles such as production manager, Lean facilitator, leader, and I even advanced into Lean continuous improvement manager in Oceania for a global supply company. The great thing about my role as CEO now is that I have the opportunity to partner with fellow CEOs and leaders as well as supporting and leading managers and their workforces.

Having the opportunity to work at all levels of organizations internationally allows us to have a profound influence on people's lives and businesses—and that is a great honor. We bring our clients a simple yet effective way of dissecting their businesses and putting them back together like a puzzle, making things work better for them. This creates stronger and more predictable business results, improves the experience for our customer's customers, and, very importantly, helps to create a workplace that their employees truly enjoy. This has become a real passion of mine—both personally and professionally.

We offer both on-site consulting/partnering and real-time, virtual services, as well as live training and workshops, including webinars, courses, and our newly launched Lean Six Sigma e-Learning platform.

You're making Lean Six Sigma easier for companies to learn, implement, and understand to improve their businesses. Tell us how you're doing this.

Both my partner, Clare DiFrisco, and I are Master Black Belts, and we have a combined 40-plus years' experience in delivering and implementing Lean Six Sigma in various industries, globally. Our aim is to make it less daunting and more user friendly, easier to get to results, and more modern. Most Lean Six Sigma training is still based on the old methods and materials from the eighties. While the foundational concepts are all still relevant, the way people learn and apply the tools has changed dramatically.

We integrate ourselves into our customers' teams, work with them to get to root causes of problems, and use behavioral change management to drive results. We streamline processes and systems so that our clients can scale and grow and develop a culture of teamwork and synergy. As we work with the teams, they learn the tools and concepts on the job—just in time—and they end up more skilled at problem-solving by the end of the engagement. For our e-learning customers, we integrate a lot of the same principles, and we make the tools and concepts easy to understand and easy to apply. In whatever way that we engage with our clients, we focus on meaningful and measurable results, and we have a solid track record of delivering ROI. This is one of our foundational principles, which we are very proud of!

Cannconsult offers multiple ways in which your customers can work with you, both in person and remotely. Will you describe these for us?

We offer both on-site consulting/partnering and real-time, virtual services, as well as live training and workshops, including webinars, courses, and our newly launched Lean Six Sigma e-Learning platform. Depending on the specific needs and situation of our customers, we will work with them in whichever channel will provide the greatest impact—or greatest ROI—for them.

Tell us more about your Lean Six Sigma e-Learning platform. This was a labor of love for both you and your partner, correct?

It was, and it was a long time coming. Our Lean Six Sigma e-Learning platform focuses on a modernized and high-impact learning of Lean Six Sigma. We initially stayed clear from any online learning as we hadn't seen it done really well. We just weren't convinced that it could be effective—or delivered to our standards.

Lean Six Sigma certifications are available from a lot of online sources, but being “book smart” here doesn't usually translate to “street smarts” or meaningful results for a business. And *that* was the missing ingredient. We were determined to create a virtual platform that meets our goal to make Lean Six Sigma accessible and easy to learn, but more importantly, *truly effective*. We are thrilled to see our customers benefitting from our commitment to high standards and our mission of delivering real value.

Your approach to fees is unique in that it's tied to actual, realized benefits for your clients. Will you tell us about this?

Clare and I are extremely passionate about improving businesses and doing it rapidly and effectively. We will risk our fees when supporting our clients in growing their businesses to ensure a solid foundation is built and our tools and experience are utilized correctly. We are more than consultants; we are partners, and we enjoy having skin in the game.

Who can most benefit from your consulting and training services?

Any business or person facing significant changes or challenges, such as integrations (M&A), rapid growth, or performance challenges, as well as any organization working to improve the customer experience or employee engagement, can benefit tremendously from working with us. We partner with all levels of an organization, from leadership—C-level and executive—to the frontline employee.

How does your own exposure to different cultures help your clients?

Having moved my family from Johannesburg, South Africa, to Sydney, Australia, about 13 years ago, and working with customers and associates in the U.S., China, Japan, Europe, etc., has given me a lot of insight into the cultural differences that exist both socially and in business. I have learned to appreciate that we all have diverse needs, desires, and perspective that determine our abilities to deliver what is needed to be successful.



Riaan du Plooy is CEO of Cannconsult, Inc., a company that specializes in business and process improvement services, or as they like to say, rehabilitation and restoration!

Successful change requires an understanding of behaviors, and all significant change requires a psychological adjustment to encourage sustainable change. This is the main ingredient missing in the majority of implementations. Experts look at systems, tools, processes, but still have the same people doing these things the same way they were before. We include the softer side, the people side of things, changing the environment, leadership behaviors, and determine individual needs to ensure that they support and sync with the systems, streamlined processes and the ability to sustain the improvements.

Tell me two things that you're most proud of.

I'll answer that on behalf of myself and my partner, Clare, in saying that becoming recognized members of the Female Founder Collective—a powerful community of inspiring women founders and changemakers—is a source of pride for us, as well as receiving our accreditation from the CSSC (the Council for Six Sigma Certification) for our online Lean Six Sigma training courses. Those are two big accomplishments that we've proudly shared just in the last year.



Caroline Bellenger


Life Coach, Motivational Speaker,
Creator of *Be the Impossible*

“It’s okay to love yourself first.” A simple philosophy that packs a huge punch. These are the words, and the mission, of life coach, motivational speaker, athlete, businesswoman, mother, and force of nature, Caroline Bellenger.

Caroline has amassed an anthology of achievements, some purposeful, others the product of what can only be described as a challenging journey. Her experiences, both good and bad, form the foundation for her incredible metamorphosis into a prominent advocate and inspiring role model for women of every age. Now, as the creator of empowering services devoted to women from every walk of life, she shares her unique tale and reveals the pitfalls and triumphs that cultivated her extraordinary narrative.

Caroline, you wear many hats, professionally. Can you tell us some of your current roles?

Of course. I’m a master coach for the Aaron Sansoni Group, the owner of Epic Pro Fitness company and Epic Pro Consulting, an author, and the creator of *Be the Impossible*.

 As a trained master NLP coach, I’m skilled in identifying and interpreting the subconscious, which is where most of the solutions lie. Once I unearth the cause, I can craft the solution. I utilize practical techniques and actionable steps, followed by a mutual celebration of goal attainment.

Tell us a little about *Be the Impossible*.

Basically, it is an online learning platform that offers several courses, all of which were designed to motivate and educate women. Currently, we offer *Goal Setting*, *Maximizing Your Life by Minimizing Your Drinking*, *Optimizing Your Mental Health*, *Avante-Garde Single Parenting*, and *The Nuts & Bolts of Business*. The goal

of our curriculum is to prove that once a woman realizes how amazing she is, she can do anything, regardless of her age or her past. So many women think that once they reach their 40s their options are limited. I’m promoting the message that you can always better your life, whether that be personally or professionally, there’s no clock on self-improvement. Regardless of what society has led us to believe, we are worthy of love... from others and ourselves.

Tell us a little about your methods. How does your coaching program help women?

Most of my clients have one thing in common—they’re not 100-percent happy where they are, but they feel like they’re too old to make a change. Many believe there’s no value in dreaming or goal setting.

As a coach, the first thing I do is learn about my client; her unique history, her likes and dislikes. Then I delve in to discover the underlying causes of the self-doubt, often using neurolinguistic programming (NLP) to reconfigure the constraints that create insecurity. As a trained master NLP coach, I’m skilled in identifying and interpreting the subconscious, which is where most of the solutions lie. Once I unearth the cause, I can craft the solution. It’s more than just therapy, though. I utilize practical techniques and actionable steps, followed by a mutual celebration of goal attainment. My experience has been that every time I’ve actually completed a goal, that’s when I get the increasing self-esteem and self-worth. Having someone applaud each goal encourages achievement of the next one. Other than feeling loved, what’s important to human beings is having someone who believes in you. For me, you can talk and talk about stuff, and that’s part of the process, but if you don’t then take actual steps to do something about it, you’ll never reinforce it as being true.

How does it feel to have helped so many women find contentment and obtain fulfilling lives?

My greatest joys are seeing other people happy, seeing them achieve things and thrive in life. I love giving, but there’s nothing more rewarding than knowing that you’ve helped someone be happier. And it doesn’t have to be big stuff, but just to see someone smile and be genuinely happy in life is my version of success. I still wake up every day feeling like the luckiest person on the planet, and it’s not that I have everything that I desire, but I just have such joy for life, and I want this for everyone because it’s just an amazing way to feel.

Can you give us a brief synopsis of your courses?

Sure. Most importantly, the courses are very simple to follow, with detailed steps of what you need to do. The feedback we get is very positive because people love the authenticity and personal experiences that they can identify with. Also, I make myself available for questions, and that personal engagement is rare within the landscape of online training.

Some of our most popular courses are *Goal Setting*, which is self-explanatory, *Maximizing Your Life by Minimizing Your Drinking*, which offers strategies on how to enjoy your life with less alcohol, *Optimizing Your Mental Health*, which provides guidance for living with and managing psychological and emotional complications, and *Avante-Garde Single Parenting*, which dispels the myths of being the “perfect parent” by imparting the skills and understanding necessary to parent effectively.

Of course, not every woman needs to give up drinking and not every woman suffers from mental illness, but these courses appeal to the average woman... the woman who could benefit from less drinking, or just learn about emotional trauma, or could use some support in parenting. Society places so many expectations on women in these areas, and they need to know that they are not outliers, that there are so many others who have the same fears, face the same challenges, and seek the same answers. The courses help them understand that it's okay to fail and struggle and be afraid, because real life isn't always smooth sailing.

You left a successful corporate career to pursue a more humanitarian venture. How did this come about?

My corporate job became very toxic and the environment was rife with bullying and harassment. Being a female in a high-level management position made the situation even more difficult. I had to reexamine my priorities and find something that had meaning. I had acquired an extensive skillset through earlier roles in travel, IT, finance, and customer service, but one of my most gratifying experiences was in taking a small NPO and turning it into a large organization. I realized that I could take this expertise and create a sort of “guidebook” that would benefit others, and this concept evolved into my becoming a coach and the creation of the *Be the Impossible* model. Ultimately, this, in turn, led to writing my first book, *Empowered Women Empowering the World*, which chronicles the amazing stories of 15 empowered women who overcame personal adversity to achieve success in business and in life.

Lastly, we've eluded a bit to your personal experiences and the challenges that you, yourself, have overcome. Can you share a little of your backstory?

I don't shy away from the details of my personal life. They helped to bring me to the place I am today, and sharing them may give other women the incentive to persevere. Early on, I suffered sexual abuse and battled mental health issues. I had lost my brother and my career was becoming less and less fulfilling. I was



Photo credit: Lana Noir Photography | @lananoir



Currently, we offer *Goal Setting*, *Maximizing Your Life by Minimizing Your Drinking*, *Optimizing Your Mental Health*, *Avante-Garde Single Parenting*, and *The Nuts & Bolts of Business*.

ill-prepared to face these issues alone and developed an alcohol addiction. Amid all of this, I felt my life spiraling and I knew I had relinquished control. It was not until the birth of my son that I started to gain clarity. I was at that time, self-loathing, but he gave me a sense of purpose and developed my inner strength. Although I was a single parent, I forged ahead, gaining the resilience I needed to take control of my life and change my situation. Ultimately, I quit drinking, found a new career, and discovered my true identity. Now, here I am, happy, healthy, grateful, and truly honored to help others to not only survive, but to thrive.

Rashid Khan

FOUNDER AND CEO



He is the founder and CEO of Evacovation Pty, Ltd, Australia, which is the first-of-its-kind, hybrid mobile app, offering both customized and standardized solutions to residential, commercial, mixed use, and government sector properties.

About Rashid Khan is an entrepreneur who aims to disrupt the current security solutions industry at the international level. He is the founder and CEO of Evacovation Pty, Ltd, Australia, which is the first-of-its-kind, hybrid mobile app, offering both customized and standardized solutions to residential, commercial, mixed use, and government sector properties. Rashid brings a solid 20 years

of professional experience in security and risk, law enforcement, emergency management, and IT database administration, and his professional achievements have been recognized by law enforcement units across Australia. Furthermore, he has a special skillset in the retrieval of missing persons, which is a global problem, and has helped recover over 100 individuals. Rashid's achievements are fueled by his passion to "save lives," which has had a profound effect on the development and success of Evacovation.

Q & A **What does your company, Evacovation, do?**

Evacovation is an emergency management firm, which has leveraged the latest technologies and best practices in risk management and safety to create the world's first-ever, comprehensive, automated mobile app. The application offers operational excellence, seamless communication, and IOT, to prevent, manage, and respond to any kind of emergency or threat, at both the domestic and commercial levels. The competitive edge is a "real-time emergency management solution," which allows every user to make critical, technologically assisted decisions during an emergency. Our core philosophy and sole purpose is to "SAVE LIVES!"

The app is scheduled to launch on the 14th of August 2020 and expected to set a new global standard for risk and emergency management. We have considered every detail when it comes to the design and development of the app because we are dealing with real people, whose lives are, or can be, at risk and there is no price tag on the value of human life. We take our business very seriously and have conducted multiple rounds of testing at every level to ensure the app always performs at 100%.

Your ground-breaking app could prove critical to saving lives. How does it work?

The best way to explain this is with a scenario. Let's assume there's a real-time emergency while you are working on a particular floor in a building. The question is, "how would you know and how could you know early enough to save lives and reduce casualties?" The solution is not merely fire alarms, but a mass warning to everyone working on the floor, or about to access the floor, alerting them of the emergency. The second safeguard is that the Evacovation app will immediately appear as a forced popup screen on your mobile device, guide you to the nearest exit, and provide precautions for leaving the vicinity. The chief warden of the building will be alerted in real time and will have the ability to contact everyone on the floor to provide further instructions. The app has been customized for each building that is signed up with Evacovation. This means that the building's administrators have a 3D mockup of their structure, which shows high risk areas via information collected from security cameras, so they can effectively plan an exit.

In short, if everyone in the community is using our mobile application, they become a "smart city."

Rashid brings a solid 20 years of professional experience in security and risk, law enforcement, emergency management, and IT database administration, and his professional achievements have been recognized by law enforcement units across Australia.



Can you tell me more about the incident that triggered the idea for the app? Was this also the reason you founded Evacovation?

The need for designing and developing Evacovation far outweighed the risks of losing my life savings and investing all of my time. It was an idea that evolved from a tragic incident. At that time, I had been working in the security sector for seven years and was a building emergency manager for National Australia Bank, supervising a staff of over 37,000. I was trying to develop an emergency management solution because I was responsible for evacuation diagrams, health and safety, equipment, emergency teams, etc. In addition, I was assigned the role of police liaison officer and in that capacity, dealt with Interpol and local law enforcement agencies on investigations. I had received multiple commendations from public and private sectors for my contributions to emergency preparedness, but I believed there was still room for improvement. I knew that a single, technologically enabled, real time solution could make a huge impact in public safety. There was also a gap in EMS communications and since I had acquired vast professional experience from my prior roles, I knew that with the right team of experts, a state-of-the-art, government compliant, EMS system could be employed.

On January 20th, 2017, the catalyst and final push into my entrepreneurship occurred when a man had driven his car off the road, seriously injuring dozens of pedestrians and causing 6 fatalities. I was at the center of the scene, watching it unfold. This confirmed everything I had already been thinking of. If everyone on that road had the Evacovation app, the turmoil that ensued could have been avoided. This motivated me to create a product that gives back to society in every possible way. I immediately started R&D and in 2019, I left NAB to pursue Evacovation full-time.

You have a master's degree in computer science and a bachelor's in mathematics and physics, but you actually went back to school specifically to develop your app, is that right?

I am keen on staying in the learning loop. When I had this idea, I knew it would be an app, so I earned a diploma in mobile

applications and in web and business development. I also knew that my products had to be certified by ISMS and that I'd have to add blockchain, so I took the *ISO 27001 Risk Management Course* to become ISO certified and then became a certified blockchain architect through the Block Chain Council in April of 2020.

Can you share a little bit about your family?

I am a family man. I have 20-month-old twins, a boy and a girl. My wife has extended her full support to Evacovation and understands that although our children are young and we need to create memories, working on Evacovation will not only secure my family's future but will bring joy to other families by creating a safe world for future generations. My wife is also an entrepreneur and owns two salons. She has been my inspiration, my motivation, and my best friend, who has given me a bigger purpose in life. I believe Evacovation will impact us in the most beautiful way. It's not only about wealth creation, but it is about value creation, job creation, and bringing hope to all. Just like our Prophet Mohammed (pbuh) said, if you save the life of one person, it is as if you have saved humanity. I want to be a living example of this belief every day, which is now my purpose in life and the vision of Evacovation.

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Peter — Mitchell

Peter Mitchell is founder and managing partner of Kings Gate Capital Partners, a capital-raising and fund-placement firm based in Australia with focus in Australia/New Zealand and A-Pac. With over 25 years of experience in the investment management industry in both North America and Asia-Pacific, Peter has built a deep and diverse network of allocators and influencers across the institutional, mid-market, family office, and retail channels.

A native of Canada, Peter secured an undergrad in criminology before moving to New Zealand, and then on to Sydney, where he received a master's degree in finance. He took his education, moved to New York, and began his career as a sales trader before accepting a senior sales role at American Express Asset Management (now Columbia-Thread Needle) in Minneapolis. Five years later, Peter moved back to Australia having accepted a position with BT Investment Management (Pental Asset Management), one of the largest investment managers in the market. At BTIM, Peter was responsible for institutional business, raising capital from large institutions before leaving to head up distribution at State Street Global Advisors (SSGA) in Australia, overseeing institutional, retail, ETFs, client services, as well as sitting on the A-Pac executive committee.

In 2018, Peter took his skills, expertise, and insight, cultivated over more than two decades, and founded a company built upon his own ethos of “being part of the solution, and not the problem.” Under his leadership, KGCP took off, raising in excess of \$1 billion for their clients in just two years since opening its doors. We sat down with Peter to learn more about his mantra, his company, and the creation of a unique distribution model designed to gain greater access, catering to the specific needs of allocators.

Tell us how your mantra of “being part of the solution, not the problem” guides KGCP and your fundamental approach to clients.

This ethos has been critical to our success. While the theory is simple, executing is always the most difficult. Working with allocators to better understand their destination point and the success

matrix attached to that, puts KGCP in pole position to not only select best-in-class managers from around the world, but, more importantly, in an arena where we are best suited to win. This underlying philosophy and approach allow the entire team, from the advisory board to the distribution team, to move the narrative from selling a product to being engaged in the success of our clients. This belief forms the foundation and the reason for creating Kings Gate Capital Partners. The goal, then as it is now, is build a firm with individuals that embody this belief and insight, who share knowledge, experience, and relationships to create real value for those clients who allocate to our managers and those managers who hire us.

The Australian pension market is projected to be the second largest in the world in the next 10 years. Why was this a major consideration in building your advisory board and distribution team?

The Australian pension market is \$3 trillion in size and the fastest-growing market of its kind in the world. By 2030, it's estimated to be approximately \$10 trillion, making it the second-largest pension market in the world, behind the U.S. Exponential growth of this kind brings greater regulatory change, scrutiny and oversight, and, therefore, consolidation in certain channels while expansion in others. It's critical our team understand this dynamic landscape

■ The goal, then as it is now, is build a firm with individuals that embody this belief and insight, who share knowledge, experience, and relationships to create real value for those clients who allocate to our managers and those managers who hire us.

and its implications for all our clients, which is why selecting an experienced, connected, and knowledgeable advisory board was crucial. The superannuation and advisory markets in Australia / New Zealand are incredibly sophisticated in their structure and sizing. Each channel and each client drive success differently, so building a distribution team that understands this has, in many ways, been more difficult than building an advisory board, given our distribution strategy is unique. Our goal is to continue to grow strategically by building an advisory board and distribution team with professionals that meet the experience and deep relationships the marketplace demands, but also the technical skill set required to match the best in class, innovative strategies allocators want to discuss.

What makes not only your distribution strategy, but the culture of KGCP, unique?

Each sales professional traverses multiple channels where their experience, success, and strong relationships already exist versus the industry's current model of siloed verticals. To keep marketing a product into a single channel where no one is allocating or there are no learnings to be had can be soul destroying, yet you continue to do it because that's your role. As founder and managing partner, I felt it was incumbent on our organization

to provide our team with an environment and opportunity set where they can be the best they can possibly be, at the same time, helping them become invaluable to the clients they speak to.

With respect to our distribution model, it was the early years I spent at AEAM which taught me a great deal about needing to understand exactly what, why and who was driving an allocation which can be different then the decision tree itself. Essentially, understanding the governance of an organization is mission critical, as you can have a corporate fund and a public fund invest in an identical strategy, but for completely different reasons. I developed this focus into my years at BTIM and SSGA to create a distribution strategy that promotes greater dialogue with the allocator via multiple touchpoints, deeper understanding of key channel issues and drivers, and a more flexible platform for a salesperson, and, by proxy, the entire team, to remain engaged with the allocator throughout the entire sales process. All this combined allows us to come to market as a singular moving force, which in turn, provides a broader, deeper, and a more collaborative narrative with all industry participants.

Let's end with a personal question. What do you enjoy most about your work?

Starting Kings Gate Capital Partners has been a terrific opportunity to build a team of people who are entrepreneurial, competitive, and driven to be the best they can be. Being surrounded by individuals who operate with these values is incredibly motivating. This experience has been priceless, enjoyable, yet at times challenging and above all, remains constantly rewarding.



Managing Partner

With over 25 years of experience in the investment management industry in both North America and Asia-Pacific, Peter has built a deep and diverse network of allocators and influencers across the institutional, mid-market, family office, and retail channels.



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Michael Sylvester, CEO

How many leaders took on the challenge of transforming a company one month before a worldwide pandemic changed everything?

Michael Sylvester became CEO of Blueline Laundry in February 2020. The unexpected crisis that happened next became the greatest test of resilience, adaptability, strategic marksmanship, and leadership.

Blueline Laundry is a 127-year-old registered charity that creates meaningful employment opportunities for people with disabilities and disadvantages through the operation of commercial laundries. It was founded by the Sisters of the Good Shepherd in 1893 to provide employment for disadvantaged women and young girls. The organization is now the longest-serving commercial laundry in Tasmania, employing almost 240 staff across the state, of whom 35 percent are working with a disability and 20 percent are culturally and linguistically diverse.

After almost 20 years in corporate leadership and non-executive director roles across power, water, manufacturing, and aquaculture, Michael was ready to seek a more purposeful role in an organization where people come before profit. Aligning his professional experience with his personal values, Michael's passion for social justice was a perfect fit with the purpose of Blueline Laundry.

At the start of 2020, the mandate from the board to the incoming CEO was to restore financial sustainability and to build a robust commercial operation capable of underpinning the charity's purpose in its own right, providing stable, long-term employment for the most vulnerable people in the community.

"There was a high sense of urgency due to the historically poor financial performance of the organization, so the first turnaround script had to be executed quickly," Michael explains.

However, there was no time to implement the turnaround strategy that Michael had successfully used in previous CEO roles. Within a month of Michael taking on the role of CEO, the impact of a global pandemic radically changed the nature and requirements of the CEO role.

As the effects of COVID-19 took hold, core operations serving the hospitals and aged care facilities continued; however, the hospitality industry disappeared instantly when Tasmania went into lockdown and closed its borders, resulting in Blueline Laundry losing 83 percent of its business. Just 10 days after Michael had presented a new strategic direction to the Board, he was forced to stand down 60 percent of the workforce.

"For a business whose purpose is about employing people, the forced stand-downs really hurt; it went against the very essence of the business. However, this just made me motivated to the core, to ensure a rapid rebuild of the business and a return to work for our highly marginalized and vulnerable staff," he says.

Michael faced two unprecedented challenges. First, the immediate viability of the commercial laundry enterprise. Second, managing a vulnerable workforce through stand-downs and the increased risks of laundering potentially infectious linen from the hospitals, aged care homes, and quarantine hotels.

"The business had no survivability plan in place at the time, so we had to think on our feet really quickly and be extremely agile," Michael says. "The first dance was ensuring continuity of essential service production for the primary health and aged care sectors while rapidly shutting down every cost centre not directly related to production effectiveness."

The second episode was critical for the state's infectious control regime. Even as a laundry experienced in servicing the major public and private hospitals and aged care facilities statewide, the sudden emergence and virulent spread of the coronavirus highlighted that a leadership attitude of zero-tolerance to quality control non-conformances was required.

"There was no room for error and we quickly became an advisor to Public Health as we embedded our procedures to identify, control, and manage the laundering process of infectious linen while simultaneously implementing new workplace protocols to protect the health of our workforce," Michael explains.

“ I feel such a responsibility to lead this enduring business and being at the helm of a charity that changes people's lives for the better. We must, and we will, get through this.

A key factor in the success of managing this crisis is that all of Michael's judgements and decisions have been bullet-like in their speed and accuracy, and while still only early days in the rebuild phase, the results are speaking for themselves. The foundations for financial sustainability were restored in just a few months and the organization can now breathe, with over 95 percent of its revenue earned from its commercial operations—a remarkable achievement in the midst a global pandemic.

For the new CEO, some positive lessons have emerged out of the challenges of the pandemic crisis. First, the place for compassion. "Reflecting on my plan from four months ago, I can see that although the context has significantly changed, the backbone of the plan hasn't. Its core focus has always been people, as both employees and customers. Truly embracing compassion in the workplace in balance with prudent commercial acumen is an art that is going to be an essential part of the recovery for this business and for my own development as CEO," Michael says.

The second lesson, the value of real and unparalleled diversity. "The senior leadership team was tasked with exploring untapped creativity within the business. I have used this all-hands-on-deck approach before, so I suspected what the outcome was going to be. We discovered that among our casual staff pool of

culturally diverse workers, there were 25 employees with 31 bachelor degrees or higher. We can now fill capacity gaps with professionally qualified staff that were right under our noses the whole time.”

“The opportunity for Blueline Laundry is that we can embrace diversity to an extent never previously adopted by the business, and truly allow the diverse talent from the 15 cultures within our business to shape our thinking and build a stronger future,” he explains.

The third lesson learned is the importance of instilling confidence in the senior leadership team. “We had a rather poor record of delivering positive change within the organization, so at the time of crisis, our confidence seemed pretty low,” Michael says. “Knowing how the behaviours and language of a CEO intimately influence a team, I focused on the resilience that has seen this enterprise weather 127 years history of global crises, and reinforced that the decisions made today would see us in business for another 127 years – that was the only acceptable outcome.”

With Blueline Laundry’s financial stability restored, Michael continues to focus on its full transformation into the benchmark Disability Services Enterprise, embedding its value of “people before profit” through initiatives that enhance people’s resilience and reduce their own vulnerabilities.

“I am proud to lead Blueline Laundry through these challenging times, embracing change and ensuring that we find a new normal,” Michael says. “I feel such a responsibility to lead this enduring business and being at the helm of a charity that changes people’s lives for the better. We must, and we will, get through this.”



Michael Sylvester became CEO of Blueline Laundry in February 2020. The unexpected crisis that happened next became the greatest test of resilience, adaptability, strategic marksmanship, and leadership.



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Court Watts

Chief Executive officer




You changed IQR Group's trajectory and mission overnight to jump in and help eradicate COVID-19—a noble action in the eyes of many. How did this happen?

Well, when the world faces unprecedented challenges, everyone must do their part to undertake the most positive actions in their power at that moment and in this case with nil time to think. Fortunately for us, we had a team of around 130 champions throughout Asia, India, and Australia and we simply applied and redirected this force pointing in one simple direction. To get PPE to Australia when all other avenues were failing for government and private sectors alike. People might be surprised to hear that global procurement was like a war zone at that time and one million times worse than the toilet paper ridiculousness. The general public had to endure similar changes from normality on their grocery shelves or visiting their local supercheap not having their regular tools to fix their car, however, in this case, we were talking about genuine life and death! No critical PPE in hospitals in a first-world country for frontline health hero's trying to save our lives. This was no laughing matter and despite what you believe about the pandemic there was no time to be critical and play to conspiracies during the start of March 2020 as it was all about action and who was willing to take it.

I considered all options such as going dormant for a few months as so many other companies were doing. However, we were seeing an unprecedented need for personal protection equipment (PPE) for medical workers who were desperate for it, and many governments and retailers unable to procure it. As a result, I pivoted

our entire company focus overnight using our reliable global manufacturing and logistics network to procure, warehouse and supply. Our entire global team made it their pledge to do their personal best to help eradicate the world of COVID-19 and we adopted the mission statement: "Kill COVID19" Our team worked tirelessly 18-hour days, 7 days per week from the 16th of March until late last year during a time where corporate giants shrank, new contenders arrived and SME's battled through one of the most challenging global moments in our modern history. Most importantly though, when COVID hit, people everywhere lost their jobs overnight, so we employed a lot of our colleagues hit the hardest on consulting contracts trying to do our bit from the over-flow of our growth ensuring that we did everything possible not just from a supplier perspective, but from "operational consult feeding frenzy" to assist as many people out of work as possible.

 We set up local QA and compliance teams and processes for providing live visual updates on daily manufacturing for all orders as well as building a state-of-the-art warehousing network throughout Australia providing the highest secure storage facilities along with reliable and consistent freight forwarding and distribution during the height of the pandemic.

What specifically was IQR Group doing under its new mission to "Kill COVID19"?

We knew that frontline health heroes had to go out and risk themselves presented with very little choice. As a result, we were simply doing our part by providing the critical supplies they needed to undertake their mission. We already had robust global manufacturing, procurement, and warehousing networks so we simply developed a rapid pandemic strategy to compete in the global bidding war for PPE and were fortunate enough to deliver on our promise. Our global teams—everyone from Australia and throughout Asia were working nonstop, 18-hour days, seven days per week hunting PPE and solving logistical nightmares fighting for airframes and shipping channels that plagued the delivery of this critical product globally. We used live tracking for the goods having 'escort vehicles' following trucks from factories among many other normally outrageous and costly maneuvers to ensure the physical product and its integrity were protected from the factory to IQR secure locations. We set up local QA and compliance teams and processes for providing live visual updates on daily manufacturing for all orders as well as building a state-of-the-art warehousing network throughout Australia providing the highest secure storage facilities along with reliable and consistent freight forwarding and distribution during the height of the pandemic.

Transforming global manufacturing facilities overnight is a nearly impossible undertaking for most companies. How were you able to move so quickly?

A few factors contributed to our ability to do this. Firstly, we were driven by personal reasons which can be a powerful motivator to pull off the seemingly impossible. My beautiful



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wife Jariya was going into labor around that time with our amazing little boy Ethan Asher. Experiencing firsthand the health chaos with lack of PPE in our first world country was an incredible driver to succeed. I was actually working with a laptop and phone in hand physically directing global shipments beside my wife the entire time she was giving birth ensuring that Australia's shipments of critical N95s to hit our shores that week. Imagine my wife screaming in pain mid labor, no pain relief or family support at the hospital, while I'm on the phone with earpieces in taking calls, holding her hand with a laptop still on my knees, while nurses glare and my wife calming the nurses between breaths saying "this is for you guys let him work". She is still and always will be the strongest person on earth to me and I think Australia should thank her hahaha. Putting it simply, we undertook this mission for the right reasons helping the world protect our frontline people who had no choice but to work at that time. Our amazing global teams were all sincerely committed to the cause and within our group, there was no race or religion which was the most inspirational part of 2020 for me. Secondly, our management hierarchy remained nimble allowing us to pivot quickly on enormously risky undertakings throughout this crucial period where speed and decisive action were the key to securing stock while the globe ruthlessly competed in bidding wars with billions of dollars to secure PPE. Most importantly, our hearts were truly dedicated to the cause and this has now contributed to our ongoing success. Anyone who has built a successful business knows that remaining fluid and flexible is the key to continued success in a rapidly changing world. I have always believed that in times of adversity, there will always be great opportunities for the brave and determined who are willing to work for it and take real risks when others are not willing to.

IQR Group is not your first company. Can you tell us about some of your previous ventures?

I started my first business in 2008 where we were selling concrete plants and quarries to T1 organizations in Australia. The hangover of the global financial crisis hit us hard in 2010/11,

I have always believed that in times of adversity, there will always be great opportunities for the brave and determined who are willing to work for it and take real risks when others are not willing to.

so I closed it down. A challenging time for many but this was the best education for me. I realized what was required to build a sustainable business and how to maximize opportunity through times of adversity. By 2016, I was prepared to launch a new venture called Phat Elephant in Brisbane. Phat Elephant was and still is a huge success now opening two additional locations since opening the co-founded brand. In 2017 I also invested in a tech company in India and have continued with heavy R&D in AI technologies and app development as well as IQR Group's side ventures.

Your success as an entrepreneur began early. What do you think most attributed to this?

Firstly, I have never been afraid of long hours and have always had an inquisitive mind needing to know how every moving part works, particularly in business. I did not have a close family unit growing up which was a blessing in my case as I was able to invest all of my time in business with limited distractions. Secondly, I had a wise stepfather who provided a wealth of knowledge and life lessons from 'bush philosophy' that somehow helped to set me on the right path for success. Most importantly, I believe and have learned that entrepreneurship is all about serious sacrifice. You must be willing to pay the real costs to earn a better life for your family and older self. Early mornings, late nights, no weekends, missing weddings, birthday parties, funerals, taking risks that most would not dare, dropping bad habits, learning good ones, learning new information constantly, leaving old friends behind, and being able to get back up when you are kicked down more times than imaginable.

Michael Rouse



After a successful 30-year career that took him to Hong Kong, Dubai, and Shanghai in roles that included COO for IBM managing a \$25 billion business unit and senior partner at Deloitte, Michael Rouse retired to New York in June of 2017. A mere two months later, his innovative technical mind as an electrical engineer converged with his operational management expertise to develop a product that is revolutionizing the delivery of financial services—WealthConnect™. Now, as executive chairman and founder of Creativemass, Michael leads a rapidly growing firm that stands as the first provider of wealth and asset management solutions based solely on Salesforce—the biggest CRM system in the world.

For the first time, wealth managers, asset managers, and fund managers can manage billions of dollars in investments, compliance, financial

advice, sales and marketing, all documentation, and revenue management in a single platform. Just three years into its existence, Creativemass has grown its global footprint with seven offices in five countries.

“Our growth is attributed to the fact that we brought something entirely new to a market that wasn’t expecting something new. People always thought there would be individual systems for each product, and we’ve proven that’s not true. We also sit on top of Salesforce, which has five million users in financial services worldwide,” Michael explains. “We’ve been well supported by Salesforce and their expansion across the world. That partnership has been amazing for us, and we’re very committed partners for them.”

Michael launched Creativemass in August 2017 as a co-located company in the U.S. and Australia led by diverse team of experts from industry and technology—and from outside the financial services industry—who shared the vision to build all of this capability on one singular platform, even though the world believed otherwise. Michael, himself, came to this is not as a financial services insider or expert, but as an electrical engineer with a tech background who taught himself the financial services industry and thought there was a better way to manage money.

Without the “insider” tunnel vision of “we do it this way because that’s how it’s always been done,” he could see a platform that would be one localized place to manage all of these portfolios, and money. “We didn’t build the company, or the software, based off a business plan. We built it on what we believed in,” he shares.

Michael leads a rapidly growing firm that stands as the first provider of wealth and asset management solutions based solely on Salesforce—the biggest CRM system in the world. For the first time, wealth managers, asset managers, and fund managers can manage billions of dollars in investments, compliance, financial advice, sales and marketing, all documentation, and revenue management in a single platform.

To develop WealthConnect, Michael and his team implemented deconstruction processes—ignoring how things had been done and starting over with a blank sheet of paper, with no constraints and no regard for the previous systems. They looked at what would be the best way to do this if one had all the money in the world. Then they set about making these functions better by taking out all the complexity when delivering these services and presenting it in a clear, crisp way while still providing people with what they needed—but in a more functional way. They looked at the overt complexity in financial services and took it out, and then created a single system that was much more effective. “It wasn’t about improvements; it was about recreating everything. We used tools to input compliance and everything into the system. We kept building and finding ways to make it work” Michael explains.

With WealthConnect, the Creativemass team built a set of processes on how they thought things should be done in the future, not how it was done in the past. They started with a cloud-based environment, no paper—a method that has proven vital with the emergence of COVID-19, as they manage tens of billions of dollars in people’s money and investments that are held safely in those systems. “Who knew we would enter a world where one place in the cloud was needed? It has been fortuitous that the vision of the future we thought would come would be here now,” says Michael. The cloud has proven successful. It has created the most secure environment for financial information, and Creativemass can have workers anywhere in the world.

With offices in Australia, South Africa, Canada, the U.K., and three in the U.S., Creativemass continues to grow with a positive cash flow and a plan that leans toward the conservative. With the vision to be on the stock exchange in two to three years, Michael and his team are managing a business that is within their cost space and building and expanding within their cash box—a rare approach. “Although investors would like us to move faster, we’re doing it slow and the right way,” Michael explains. Three years later, the company’s grounding philosophy continues to guide its path forward: to build not only a product that is different, but a company that is different and founded on integrity. All Creativemass employees have 100-percent ownership, with stock in the company.

Creativemass is a co-located U.S. and Australian company that, through its flagship product WealthConnect, is revolutionising the delivery of Financial Services. Focusing on the use of advanced technologies and simplification of the processes associated with the delivery of financial services, Creativemass is led by a diverse team of specialists from industry and technology. Started in 2017, Creativemass is rapidly expanding its footprint across the globe with six offices now across three countries.



**INSPIRED BY APPLE.
HOW CREATIVEMASS IS
GETTING TO THE
CORE OF
WEALTH
MANAGEMENT**



Our growth is attributed to the fact that we brought something entirely new to a market that wasn’t expecting something new. People always thought there would be individual systems for each product, and we’ve proven that’s not true. We also sit on top of Salesforce, which has five million users in financial services worldwide.



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**CAROLINA
DREIFUSS**



**ALEX
PRYOR**



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After finishing her time at Hilti, Carolina relocated her family back to Australia to join Antler, an early-stage incubator program, enabling and investing in the world's most exceptional people. There, she met now co-founder and COO, Alex Pryor, and found they both held an in-depth understanding of the industry and the technology needed to overcome the challenges on hand. Sync Technologies was among the 14 companies that received early-stage pre-seed investment from Antler and have since launched their first product in November 2020.

Alex started his career in the automotive industry, importing small volumes of cars from Japan before joining the Australian Army and becoming a Commando in the Australian Special Forces.

After a rewarding career in the military, Alex joined the construction industry, working in the luxury construction sector as a mature age apprentice carpenter and working his way up to project manager. In 2017, some old injuries caught up with Alex, which required major surgery. During the rehabilitation period, he spent time with a defence prime contractor and was able to reflect on the opportunities that digitalisation would make across the entire construction ecosystem. This led to Alex founding his own company, which specialised in the acquisition of 3D data for construction sites using drones, scanners and sensors. Seeking to further commercialise his ideas, Alex joined the Antler program in 2020.

Sync Technologies

Based in Sydney, Australia, Sync Tech focuses on increasing digital maturity within the construction industry. The company's mission is to enabling businesses to embrace digital solutions and so drive efficiencies and cost savings across the construction ecosystem. A key focus is the simplification of the complexity of construction sites by synchronising data and fusing existing and emerging technologies to create a single source of truth which is connected to digital twin images.

Sync Tech is part of the Digital Twin Consortium, a global ecosystem of users who are accelerating the digital twin market and demonstrating the value of digital twin technology.

"The construction industry is facing an unprecedented opportunity to embrace digital maturity across the sector, and COVID has brought the need for digital change to a tipping point for the industry as a whole," says Carolina.

Boasting a diverse background in automotive, data science, and business management in the construction industry, **Carolina** is co-founder and CEO of Sync Technologies, a tech company that enables construction businesses to turn data from existing and emerging technologies into action. With global experience and a master's degree in business information systems, Carolina and her co-founder, Alex, launched the company in 2020 with the mission to become the global leader of digital transformation in construction.

A native of Chile, Carolina grew up in Germany and got her start in the automotive industry in Barcelona, Spain. She then relocated to Detroit, Michigan, USA, before moving to Liechtenstein, where she completed her master's degree and took a role in global IT for Hilti, a multinational company that develops, manufactures, and markets products for the construction industry. In 2010, Carolina relocated to Australia, transferring from IT into the business side of the organisation. Here she worked her way up, covering diverse roles in marketing and sales. In her last role, she relocated to Singapore as regional segment head for the Asia-Pacific market (APAC), where she was responsible for the steel & metal and façade business across nine countries—from India to New Zealand.

It is here where Carolina experienced that construction businesses, regardless of their location, magnitude, or segment, were exposed to the same ingrained pain points and challenges. Generally, too many key processes involved in managing small and multimillion-dollar construction projects are still carried out through the implementation of point solutions, on Excel, whiteboards or even through pen and paper. This lack of tech sophistication particularly on construction sites materially contributes to job delays and missed budgets, costing the construction industry billions of dollars every year. With her IT background, passion for digital innovation, and vast experience, Carolina has set out to solve these challenges.

Pjero Mardesic, Founder & CEO

A renowned high-energy coach, speaker, author, and mentor, Pjero Mardesic not only holds seven leading-industry certifications, but more than 20 years of firsthand experience in finance, telecommunications, government recruitment, automotives, human resources, customer service, physical education, wellness coaching, psychology, and counseling. Today as the founder and CEO of the Pjero Mardesic elite brand, motto *Conquer the Uncomfortable Unleash your Potential*, Pjero creates coaching and mentoring programs with the goal of inspiring ambitious CEOs to cultivate energy and produce leaders. Adictd2Grow's motto is "Conquer your mind; unleash your soul," and as a high-performance energy coach who specializes in anger and emotion management, Pjero is on a mission to help business leaders reprogram their minds and transform their lives.

In addition to holding certifications in anxiety and depression, addiction, and grief and bereavement, Pjero is a certified cognitive behavioral therapist and a drug and alcohol counselor. As a high-energy individual who himself has battled his own addiction patterns and anger management issues in the past, Pjero's personal experience has equipped him with an in-depth understanding of his clients and has aided him in effectively helping aggressive CEOs. "When someone understands their patterns and habits, it allows them to see how they started, and it enables them to create new ones," Pjero explains.



In his 12-week fast track program, Sales Psychology, and 6/9/12 month mentorship programs, Pjero teaches clients in a group setting, with everyone receiving the same training at the same level. He explains the fundamentals for ownership, personal development, and wellness, encouraging participants to take full responsibility for themselves using an unconscious mind and conscious living. Pjero also discusses psychology and goes through the body's healing and energy systems (chakras). Through individual counseling and therapy sessions, he works to identify the root cause of each person's problem. "Once the issue is found, it often leads to a turning point where a lot of CEOs break down because they realize for the first time that they're responsible," he says.

Although he began his career as a personal trainer, Pjero became a coach after discovering that the psychology behind fitness is 80% mindset and 20% exercise. He began visiting small businesses once a week and delivering a motivational session, and then arranging meetings with any staff members who wanted to see him. Before long, Pjero became an external expert in counseling and employment assistance. His mantra, and what he shares with his clients is, "Self-love is a reflection of the respect you have for the way you were taught and for your emotions and their meaning."

Since Adictd2Grow now has a large audience in the U.S. as well as in Australia, programs will soon be offered online by subscription. In the meantime, Pjero has created a 52-week resilience journal with an affirmation at the top of each page to encourage his clients to write daily. He has also published a desktop flip chart filled with optimistic



as the founder and CEO of Adictd2Grow, Pjero creates coaching and mentoring programs with the goal of inspiring ambitious CEOs to cultivate energy and produce leaders.



realism quotes so that anyone having a rough day can read a quote and apply it to the way they're feeling. "Optimistic realism is not glass half full or empty, it is you have a glass of water you can share with others—it is not just be kind; you are kind," Pjero says.

Pjero continues to demonstrate his own kindness through the charitable work he does for organizations such as the Make-a-Wish Foundation, the Red Cross, and the Australian Men's Health Forum. Most recently, he became a voice for Beyond Blue, a help line that provides information and support to help Australians achieve their best possible mental health. In addition, every Tuesday morning, Pjero is part of a five-kilometer walk for charity with any man who wants to join in—The Man Walk, Australia.



Surend Dayal

Chief Executive Officer

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Surend Dayal is CEO at Magia Solutions, a partner of Oracle Platinum and the pre-eminent provider of Oracle CX Cloud solutions in Australia and New Zealand. He leads the company in executing financials in the cloud through the implementation of

software as a service—configuring it, setting it up, and managing it across both private and public sectors. While Magia currently serves government, commercial, and university customers throughout Australia, they are soon planning to expand internationally.

In 2019, Surend came to Magia from its partner, Oracle, where he had worked since 2009. As a result, his former business relationships and marketing experience have helped to contribute to the company's growth. In fact, the company's number of employees has doubled within the past year alone. However, Surend also attributes this growth to his talented team members who excel at what they do. "I simply

set out to assist them in improving their articulation," he explains. "They were already doing a number of things very well."

For instance, when Surend joined the company, Magia's employees were already operating around a set of five core values: "Do what you say and say what you do; value creative people and creative solutions; respect each other, the customers, and the community; always be open and transparent; and create the workplace you've always wanted." As CEO, Surend has embraced these values and has continued laying the foundation for the company's culture by setting strategy and aligning execution with that strategy.

He leads the company in executing financials in the cloud through the implementation of software as a service—configuring it, setting it up, and managing it across both private and public sectors.

Not only do Magia's values set it apart from competitors, but specializing in one area, (information technology) as opposed to many, enables team members to build seamless businesses, which are effortless to deal with and easy to work for. Under the umbrella of information technology, they provide expertise in all the following areas of service: CRM, higher education, local government, e-commerce, transportation and logistics, Chatbot, seamless business, connected enterprises, seamless processes, consulting, managed services, customer service, mobile workforce, marketing and sales automation, ERP, regulatory and process simplification, integration and workflow, software development, AI, Oracle SaaS, Oracle PaaS, and Blockchain.

In addition, Magia's partner, Oracle, offers an ever-expanding range of products, which are secure and integrate well with data. As a result, Oracle has been recognized by Gartner as one of the best cloud product companies in Australia.

Surend and his team members also believe in giving back to the community through charitable works as well as through their projects in general. "At Magia, we revel in the complexity of things and live to turn the complex into simple with innovative thinking and advanced enterprise cloud technology to solve tough problems," he explains.

Along with Magia's set of core virtues and a positive work culture, Surend's background has been helpful in equipping him to run the software company. With both a computer science degree and a law degree, Surend holds the titles of barrister (litigator) and solicitor. He also teaches about the social aspects of AI in law, including both ethical and legal issues, at AU National University.

Cassandra Crowe

With more than 18 years of experience across financial services, Cassandra Crowe has worked internationally throughout her professional career and now resides in Sydney, Australia where she serves as vice president for T. Rowe Price, a global investment management firm. Cassandra further serves as an advisor for a FinTech, Super-Rewards, which fuses technology and e-commerce to help bridge the gender superannuation gap and is a co-founder of *FinTalking*, a podcast that seeks to normalize financial concepts and explain how finance impacts our daily lives.

Cassandra is passionate about financial services and sees finance as a way to improve our communities in a range of forums. She explains, “We have the opportunity to educate and raise financial literacy standards, the fiduciary responsibility to improve individual retirement outcomes and promote financial wellness, and an obligation to advocate for a more inclusive industry that better reflects the diversity of our society.”

Cassandra values giving back to the industry and currently serves as a board director of the Chartered Financial Analyst® (CFA) Society Sydney who seek to raise the standards of ethics, integrity and education. She is also a member of the CFA Australia Diversity Committee that works to create a more mindful industry.

In addition to her career accomplishments, Cassandra is a graduate of the Australian Institute of Company Directors, a CFA charter holder, and the recipient of a degree in economics from the University of Tasmania. However, according to Cassandra, her greatest achievement is her family and being Mum to her 5-year-old daughter, Penny.

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We have the opportunity to educate and raise financial literacy standards, the fiduciary responsibility to improve individual retirement outcomes and promote financial wellness, and an obligation to advocate for a more inclusive industry that better reflects the diversity of our society.

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Adele Crane, CEO

Adele analyzes businesses and mentors' senior executives in delivering change to improve company and team performance.

Adele Crane is an internationally renowned career consultant with over 30 years of expertise who has appeared on *CNBC*, *NBC*, and other broadcast media to provide insights to business owners to help them achieve growth. She is a sought-after public speaker who has shared the stage with some of the most influential business leaders across the globe and the author of three successful books. As chief executive officer of Sales Focus Advisory, Adele brings her skills, knowledge, and experience in assisting over 200 companies with improving their profitability and revenue. Additionally, working with over 11,000 salespeople, CEOs, and business owners, her skills in turnaround and growth consultancy have been honed over many years—with her clients as the beneficiaries of her acumen.

With the emphasis on assisting CEOs and managing directors, and small business owners, those who have majority ownership of the company, with turnovers of \$80 million and beyond. Servicing a myriad of different businesses, from importers and exporters to industrial

and wholesale to professional service industries, Adele analyzes businesses and mentors' senior executives in delivering change to improve company and team performance.

Renowned for her diagnostic skills, cultural change, and management capability, business owners have confidence in her abilities to improve their businesses. Using sound principles and disciplines, she has developed a robust methodology that she's perfected over many years. Adele has delivered the most 90- to 120-day sales turnarounds by any known consultant. The development of proprietary tools to support major change projects combined with analysis and business understanding supports her capability of overcoming the most difficult challenges to remove barriers to growth and improved profitability.

Adele studied in accounting and, with strong entrepreneurial traits, opened her first business at just 23 years old in the home renovation market for kitchens. At 30, while searching for a business to purchase, her ability to diagnose business problems and establish immediate improvements came to the forefront, assisting reluctant sellers in moving forward and achieving profitability again. That experience became the humble beginnings of Sales Focus International.

As founder and managing director, Adele grew the company to operate successfully across several continents, with offices in Melbourne and Sydney, Australia; Auckland, New Zealand; Chicago, Illinois, in the U.S.; and remote offices in Calgary and London. With a broad industry audience of clients, those skills continued to develop. Clients benefited from her laser-like ability to see the real causes of business problems and to implement the required actions with a sense of immediacy to realize results.

As she manages her thriving business, Adele continues to share her valuable insight through interviews on well-known business programs, podcasts, and other media, and engage audiences at CEO-style events. Through her three successful books, she shares her experience and knowledge with business leaders worldwide:

- *Get Sales Focused: Rethinking and Revolutionizing Sales Forces and Sales Results*
- *Building the Most Effective Sales Force in the World*
- *The Sales Focused CEO: Looking at Business Through a New Lens*

In line with her desire to return to Australia, after 25 successful years, the company Sales Focus International was divested in 2016, and the focus returned to Australia.

Today, Sales Focus Advisory operates as a business growth consulting firm servicing three areas of sales improvement, digital marketing, and sales recruitment. Adele is a mentor to her team members, and business owners and their teams, assisting them in facing the challenges of business today. She is an accredited company director for board positions, a business blogger, and passionate about new technologies.



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Christopher Evans

— CEO/Director



As CEO of Parkworth Investments, Christopher Evans leads a team of banking, finance, and investment management experts with over 60 years of experience, all dedicated to helping their clients achieve their goals, from introducers to investors to borrowers. Driven by a passion to be the best at what they do, they work together in their quest to support small- to medium-sized enterprises, helping them grow their businesses and achieve their business goals. Christopher brings nearly two decades in finance and banking to manage the day-to-day operations of the organization and to support its commitment to the highest ethical standards. He draws on his vast experience with structuring mortgage transactions and loan management, from credit to final pay out, to promote its mission to support Australian SMEs. Through his extensive network of wholesale investors cultivated throughout his career, he has created an innovative way for his investors to help small- and medium-sized business enterprise owners who require funding at reasonable lending rates. "Private mortgages can be an excellent investment if diligent lending protocols are adhered to. My many years in the industry have taught me understanding risk is critical to a successful investment," he explains.

Parkworth Investments was established in Melbourne Victoria, with the intention of creating a specialist niche funds management business in combination with specific mortgage brokering activities. Its fund directors have significant experience in property-based funds management and in providing advisory and dealing services with respect to mortgage-backed securities and debt securitization. Through its unique investment and loan solutions, the

Through his extensive network of wholesale investors cultivated throughout his career, he has created an innovative way for his investors to help small- and medium-sized business enterprise owners who require funding at reasonable lending rates.

company arranges private funding for businesses, development and construction projects, new investment opportunities, and other purposes.

Christopher began his career in finance and banking in 2001. He joined Parkworth Investments in 2018 with an extensive history of working at large Australian financial institutions and banks, including roles as a business banker with Bankwest (HBOS International), national distribution manager for First Rock Mortgage Centre Aggregation, and head of sales and distribution for Capel Court Financial Services (Resimac). As a seasoned professional with a solid background, he implements the strategy approved by the board and ensures that the organization's structure and processes meet the strategic and cultural needs of Parkworth Investments, all while designing unique solutions to help clients achieve their goals.

Christopher holds a diploma in financial services and financial planning. He is also an ASIC Authorised AFSL Representative.

Parkworth Investments is an ASIC Authorised AFSL Representative No. 001279773 of Guildfords Funds Management Pty Ltd AFSL 471379, who manage the Parkworth Investment Fund with wholesale investors nationally who have the legal right to invest in Australian Securities.

Karlie Brand, CEO



Described as a dynamic and engaging leader, Karlie Brand boasts extensive experience in management consulting, executive and team leadership, government relations, and not-for-profits. She is a true believer in opportunities and taking chances, which she demonstrated by helping Soldier On—a charity for wounded veterans and their partners—to grow to national status. Karlie's professional experience is complemented by a bachelor's in commerce-arts and a master's in international business, as well as specialized knowledge gained from the Australian Institute of Company Directors Course. In 2018, Karlie was named CEO of the National Australia Day Council, a not-for government-owned company Based in Canberra, the NADC's core mission is to actively promote Australia Day, inspire national pride, and increase participation across all sectors of the community.

At the NADC, Karlie and her team members work to deeply acknowledge their Aboriginal culture and to learn more about their history. The organisation encourages all Australians to do the same through the national campaign: "Reflect, Respect, Celebrate—We are all part of the story." Karlie drove the reframing

of Australia Day to encourage Australians to reflect on our nation's true history, which began tens of thousands of years ago with the first Australians – the world's oldest living culture – and on the impact that European settlement had on our First Australians and their way of life. Karlie notes that "on Australia Day, we are encouraged to reflect on our modern history – the waves of immigration that have shaped us into one of the world's great multicultural success stories. We respect that, regardless of where we come from, the faith we follow or the language we grew up speaking, we are all Australian and we all have a contribution to make. And we celebrate our nation's place in the world – a proud, ancient, multicultural nation built on shared values that allow us to enjoy the freedoms and opportunities that other nations aspire to."

We're all part of the story.  **Australia Day**
Reflect. Respect. Celebrate.

NADC also celebrates the country's current status by recognising active citizenship and achievement at the Australian of the Year Awards, a national program honoring the nation's most outstanding people. There are four categories: senior, young, local hero, and Australian of the Year. Former winners include athletes, scientists, rescue divers, medical professionals, community advocates, and many more. "The award creates a sense of unity and national pride by celebrating Australia's greatest achievements and its most inspirational people. The Australian of the Year Award recipients are nominated by the people, for the people," Karlie explains. January 26, 2021 will be NADC's 61st year to hold the prestigious event.

Karlie Brand boasts extensive experience in management consulting, executive and team leadership, government relations, and not-for-profits.

The NADC provides the leadership for Australia Day by messaging, branding, fundraising, and issuing grants for organizations to host the annual event. In 2021, Karlie and her team members administered a \$15m grant program to local councils and community organisations throughout the country. This past January, her third Australia Day as CEO, Karlie continued to focus on her role within stakeholder management. Working closely with the government and more than 500 counterparts across all states and territories, she strove to meet the expectations of both internal and external stakeholders. Karlie was one of the key public spokespersons for Australia Day, conducting many interviews across all media channels, engaging with the public on an important yet sensitive community matter.

With extensive experience in the delivery of corporate functions across the not-for-profit, public and private sectors Karlie has a strong history of collaboration with others, executive and team leadership, governance, strategic and policy development as well as change management, organisational design and media relations. Karlie's friendly nature and ability to build productive business relationships not only enabled her to deliver high-quality results on time and within budget, but to also obtain a significant increase in funding from stakeholders and partners.

David Fairman

Director

As the director of Terkus Pty Ltd and a security and risk expert, David Fairman manages a portfolio of initiatives and is involved with several companies dedicated to making the digital environment a safer place in which to do business. With extensive experience ranging from the military to global financial services, he is a security and fraud professional specializing in cybercrime and is a highly experienced CSO/CISO, strategic advisor, investor, coach, and industry leader. He works with organizations and companies across Australia, Europe, the United States, Israel, and Singapore, driving cross-industry collaboration and change, bringing different parties together to achieve a greater good.

Starting in the Royal Australian Air Force before moving into private sector, David has been in the cybersecurity and digital risk space for over 20 years. The past 15 years of his career have been particularly monumental, as he has held senior executive roles in four large financial institutions: National Australia Bank, Royal Bank of Canada, JP Morgan Chase, and Royal Bank of Scotland. Within those roles, David recognized the importance of cross-sector, cross-industry initiatives and went on to become a founding member and held positions on the board of directors for the U.S.-based Security Advisor Alliance and the Canadian Cyber Threat Exchange. Furthermore, David has served as chairman of the board of directors for the Australian Financial Crimes Exchange. “Cybercrime is a critical issue and not just relevant to one industry,” David says. “When you think of cybercrime and security, it spans across sectors and impacts every individual in the company and how they do business. It’s not just relevant to finance and banking; it impacts many sectors and the broader community as a result,” David explains. In Australia, he led several initiatives by driving public – private partnerships to devise a more strategic approach to combat cybercrime.

In addition to providing consulting and advisory services through his own company, Terkus Pty Ltd, David is excited to have joined Netskope, a cyber security company that specializes in data protection and cloud security. David is also a partner at SixThirty, a global venture fund that invests in early-stage enterprise technology companies building FinTech, InsurTech, Digital Health and Cybersecurity solutions, thus continuing to drive innovation within the business and technology sectors. David has held adjunct professorships at the University of New York, the University of Toronto, and is currently at Deakin University in Australia, to help evolve their programs and to give back to the next generation of risk and



With extensive experience ranging from the military to global financial services, he is a security and fraud professional specializing in cybercrime and is a highly experienced CSO/CISO, strategic advisor, investor, coach, and industry leader.

digital leaders. Currently, as an advisor to ISTARI (a Temasek company), David is leading the development of the building a cyber and digital risk academy in Singapore. He has also been twice published, as a co-author of a book called, *Cyber Risk*, and a co-editor of the book, *Fintech: Growth and Deregulation*.

Throughout his life, David has lived by this quote made famous by Mark Twain: “Twenty years from now you will be more disappointed by the things that you didn’t do than by the ones you did do. So, throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.”

CONTACT

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Dr. Adam Smith



Dr. Adam Smith is the founder and managing director of Reef Ecologic, an Australian-based company that provides research and monitoring, strategic advice, and capacity building to facilitate sustainable outcomes. He has led the organization to become a 3-star ecoBiz company and an Ecotourism Australia climate action business. They are aiming to become one of Queensland's highest accredited consultancies around sustainability.

Reef Ecologic's tagline is "For a better planet" as everything they do is centered around making a positive environmental impact and empowering people. For instance, the organization is involved in the science of coral reef restoration throughout multiple locations. The projects are designed to support ecological and socio-ecological values of reefs and associated communities. Team members work with local communities to collect coral, grow it in nurseries before returning it to degraded sites to help restore the areas.

Adam and his team also actively promote environmental and restoration initiatives through public projects such as Underwater Museum, sculpture trails and citizen science. In order to reach larger audiences and to spread the message about ocean

conservation, they capitalize on the strength of tourism and local communities, inviting the public to visit art installations while reef restoration activities continue. "It's all about sharing knowledge to do things differently because if we don't, climate change and other pressures will ruin us," Adam explains. A recent global marketing campaign reached 184 million people.

As managing director of Reef Ecologic, Adam provides conservation-oriented research and innovation services to government, industry, and the community. He is an ocean aficionado who has developed many innovative ideas to communicate marine knowledge and stewardship, such as the proposal for an official aquatic emblem for Queensland. Adam also initiated the *International Coral Reef Leadership and Management Course*, *Great Australian Shark Count*, gave a *TEDx* presentation, *Reef Revolution*, and led the team that developed the *Whitsunday Reef Recovery and Underwater Art Project*, and the *Museum of Underwater Art* with underwater sculptor, Jason de Caires Taylor.

Adam and his team also actively promote environmental and restoration initiatives through public projects such as Underwater Museum, sculpture trails and citizen science.

In addition to his 30 years of experience, Adam holds a BSc (Hons), PhD, and MBA, and has authored over 80 scientific papers, books, and reports. He has worked for universities, both the state and federal government, and environmental consultancies while devoting his research, career, and recreation to the ocean, environment, and people. Between 1999 and 2014, Adam worked as director of the Great Barrier Reef Marine Park Authority, and he has held several voluntary board positions with the Australian Underwater Federation, Recfish Australia, Environment Institute of Australia and New Zealand (EIANZ), Reef Restoration Foundation, and Museum of Underwater Art. In his leisure time, Adam is a keen ocean sportsman, free diver and kayaker.



Due to his leadership and advocacy within science, education, and communications, Adam was honored with the following recognitions:

- Elected a lifetime member of the AUF and Townsville Skin Diving Club, 2019
- Adj. Assoc. Prof. at James Cook University, 2018
- *EIANZ Outstanding Service at Division Level*, 2015
- Fellow of the Australian Rural Leadership Foundation in 2009
- Winner of the *Australia Day Achievement Medal*, 2008
- Elected a Fellow of the Environment Institute of Australia and New Zealand, 2006
- Winner of numerous Australian Underwater Federation (AUF) championships



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Volodymyr Iatsentyi

Director



Mr. Iatsentyi is a visionary person and his success within the retail market is a result of how he envisions his clients, his marketing strategy and the values he holds in life.

Merry & Modern -The name says it all!

It is a purveyor of high quality, new-to-market products, offering an ensemble of gorgeous home accents, tableware, and holiday decor, sourced from around the world. It is the brainchild of Mr. Iatsentyi and embodies his elegant style, extensive travel experiences, and vision for an upscale shopping experience for the discerning consumer.

Mr. Iatsentyi is a visionary person and his success within the retail market is a result of how he envisions his clients, his marketing strategy and the values he holds in life.

Mr. Iatsentyi says, "Retail business, is a complex blend of art and science, and effective shopper engagement requires the thoughtful application of people, processes and product. Today's consumer is all about customization and efficiency."

Mr. Iatsentyi believes in doing business based on trust. He says, "Loyalty has a direct impact on revenue, provides your brand with positive word of mouth which is the best form of marketing and an increase in average revenue per client. Converted customers can turn into loyal customers with repeat purchase behaviors, through introduction of new products, product quality, efficient delivery and exceptional service."

He continues to say, "As customers' needs evolve, so must our outreach efforts and strategy. The more efficient your operations, the more likely consumers will add you to their network, sharing what works, what's valuable, and even what's entertaining. This, in turn, leads to higher conversion rates for you, and ultimately more sales for your business."

Mr. Iatsentyi sees himself not just as the founder of Merry & Modern, but as an individual with responsibility over product sourcing, marketing, retail partnerships, and operations. Mr. Iatsentyi believes that a leader must lead by being an example to his team. Most importantly, he continually develops the Merry & Modern brand to ensure it is evolving with market trends. His efforts have been largely successful, as



“Retail business, is a complex blend of art and science, and effective shopper engagement requires the thoughtful application of people, processes and product. Today's consumer is all about customization and efficiency.”

the company name has become synonymous with exquisite taste, while achieving multimillion-dollar revenues.

Just as every great triumph has an inspiring conception, so does Merry & Modern. Its name comes from Mr. Iatsentyi's fondest childhood memories, most of which are centered around the festive season in his homeland, Ukraine. He wanted to bring unique holiday decor to Australia, where availability of these products was limited, but at the same time, he wanted to unique, exclusive products that were more refined and upmarket. To that end, Mr. Iatsentyi traveled the globe in search of the right designers who embodied his ideology that "only the best is good enough." That endeavor resulted in the acquisition of distinctive, limited edition pieces as well as long term relationships with artists from Portugal, Italy, Germany, and France, among others, so that the Merry & Modern catalogue is assured continued growth.

Merry & Modern had grown exponentially, reaching consumers around the world and taking its rightful place among the premier retailers in the industry.



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Sallianne McClelland



Director of Development, Women's Community Shelters

Sallianne McClelland has thirty years' experience in event management, sponsorship, and philanthropy. She is an inspirational leader who leads through imagination, motivation and compassion. She has the unique capability to create a vision, galvanise people towards a common goal and see it delivered.

Women's Community Shelters Limited is an Australian charity who works with communities to establish new shelters, which provide short term emergency accommodation and support in a safe environment that enables homeless women to rebuild self-esteem and achieve control and fulfilment of their lives. The network includes seven existing shelters, two shelters planned for 2021 and an impressive portfolio of transitional and meanwhile-use housing. Sallianne plays a key role in sourcing the funds essential to covering the operational costs of the main office in Sydney and supporting the network of shelters and their associated programs.

Prior to this role Sallianne served as the board president for the Hornsby Ku-ring-gai Women's Shelter for five years, mobilizing a community to support and invest in their local Shelter. It is in this role she was able to utilize her extensive experience in events management and her passion for the arts to create The Apron Project. Every year, artists throughout Australia, as well as from overseas, unite to create works of art on aprons. In the last four years, over 150 artists have presented more than 200 aprons — raising much needed funds for the

shelter and awareness about the epidemic of domestic violence. In 2020 she created Festival of Trees, a community event with over 30 decorated trees up for auction. In 2021, the Apron Project, and Festival of Trees will be joined by The Generosity Project a venture that will be focused around International Women's Day.

“ True generosity is an offering; given freely.
No strings attached. No expectations. ”

Sallianne is exemplary in both professional and voluntary roles as she holds a lifelong reputation for getting things done. As the fires of 2019/2020 raged through the NSW South Coast town of Mogo, Sallianne set about sourcing much needed supplies, camping gear, medications and cash. In 10 days Sallianne raised over \$100,000 in cash and kind, delivering a **“seven-ton truck of love”** full of customized donations for each family.

Never fearing to be different or to lead with her heart, Sallianne has received several honors and recognitions. She was named the *New South Wales Local Woman of the Year* by community members in 2018 and received a Paul Harris Fellow Award in 2020 in recognition of her dedicated commitment to putting community first. In 2021, she will participate as a cast member in a Charity Global TV venture; Adventures All Stars, raising money for Women's Community Shelters.

Throughout her career, Sallianne has always cared more about her clients and colleagues than any other aspect because she genuinely cares about people. She entered the workforce as a sales assistant at a retail store and went on to hold multiple management roles in the corporate world — running public conferences and product launches. She also worked with public by way of television and video production and staging product launches for car dealers. In 2003, Sallianne and her husband were given the opportunity to relocate to New York for 10 years. While there, she worked on events such as Macy's Day Parade and founded one of the largest mixed media art retreats in the U.S. Eat Cake Create hosts renowned National & International artistic educators during week long experiences for 200 to 500 women, aged 20-80, who gather for an immersive artistic week-long getaway.

“ Sallianne is a rock star creative and creator — a visionary with a simply gigantic heart. – Scott Stabile ”

For the past 15 years, Sallianne has focused on entwining philanthropy into her work so that each of her events includes a fundraising element. “No matter where you are or who you are, you should take your skills and what you love to do and invest them back into the community,” she says. Sallianne feels strongly about promoting the welfare of others and often speaks in public forums about ways to give back through charitable acts.


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Heather Campbell

CEO

 Bush Heritage team members partner with Aboriginal people and farmers to help them on their land and to assist in protecting Australia's irreplaceable landscapes and wildlife.

Raised by her parents to be practical, Heather Campbell has translated this into making a meaningful difference, dedicating nearly her entire career to the environmental space. For her, life is about working with like-minded people with the goal of making a positive impact on the world—and she has done just that. As CEO of Bush Heritage Australia, an independent not-for-profit, Heather leads over 100 staff members and 1,000 volunteers in their extraordinary conservation and environmental efforts to bring the bush back to good health.

Heather joined Melbourne-based Bush Heritage Australia 2 years ago. Born and raised in New Zealand, she is a proud “Kiwi” who grew up on farm, spending much of her time going into the bush. Now, as an adult, she is proud to help drive Bush Heritage’s mission to protect it. “Nature was always a happy place for me, and it’s great to be able to lead an organization that does work on the ground and makes an impact,” she says.

Bush Heritage was started 30 years ago by Dr. Bob Brown, who, after winning an environmental award, used the money to purchase blocks of land in Tasmania to protect them from logging. The organization has since grown into 1.2 million hectares, making up 36 reserves throughout Australia, including desert and rainforest areas. Bush Heritage team members partner with Aboriginal people and farmers to help them on their land and to assist in protecting Australia’s irreplaceable landscapes and wildlife across a total of 11.3 million hectares.

With a daily mantra of “Fire, Ferals, and Weeds,” Bush Heritage’s primary focus is working to tip the balance in favor of native species. As part of their landscape management program, they manage fires, reduce feral animals, and work to keep weeds from getting out of control. During the cooler season, team members use controlled burning to reinvigorate the landscape and to prevent fires from spreading as a result of lightning. As a science-based organization, Bush Heritage uses internationally agreed-upon standards at scale. On their properties, staff members and volunteers have recorded over 6,700 species, of which 226 are threatened. Teams complete ecological monitoring, and they maintain habitat complexities and balance for all species.

Bush Heritage is also proud to work with Australia’s First Nations people, who have graciously extended invitations to them. The partnerships



afford the organization a unique opportunity to not only help, but also to learn from Aboriginal people’s 60,000 years of knowledge. “We utilize a right-way scientific approach, which means sitting down and taking the time, with a deep respect, to help each other and work where they want us,” she explains. “The collective vision is a healthy country protected forever.”

Heather joined Bush Heritage with an eclectic background. She served as CEO of Landcare Australia, a movement of people focused on environmental and sustainable agriculture issues such as weeds, introduced animals, and planting in bush areas. She is also the former chair of Sustainability Victoria, a government agency that supports the community by providing grants and information on how to reduce waste, effectively use resources, and become more energy efficient. With 14 acres of her own land in Melbourne, she sees what it does for the spirit. “To be able to work across all environmental areas with a focus on action has been really uplifting,” she shares.

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Dr. Mukesh Jain



CEO and Chairman

“ Our purpose is not only to make surgeries affordable to the world but to also make the technology commercially advantageous, clinically superior, and scientifically better.

Dr. Mukesh Jain is chairman and CEO of CV Laser Pty Ltd., a Perth-based Australian biotech company revered for developing the only patented and tested solid-state ablation technology for laser vision correction (LVC), with a total development cost of nearly \$70 million and tested at 45 international sites within 24 different countries. Dr. Jain successfully led the team through 10 years for long-term clinical testing of the technology. Today, the innovative product is the only long-term, tested, laser vision correction technology in ophthalmology that does not need to remove the water from the eye before surgery. “The cornea keeps getting oxygen during this surgery, which is not possible with the lasers being used now,” Dr. Jain explains. Also, the other excimer lasers use a toxic gas, so a special room with exhaust must be prepared, but CV Laser’s solid-state technology uses no toxicity and little power, so no special room preparation is required. “The new laser is like a TV; you can switch it off or on at any time, so it is very cost efficient with an expected life of 15-20 years,” says Dr. Jain.

After receiving excellent trial results, the unique technology is ready for commercialization and is already in demand within the LVC market as most medical and industrial lasers are moving from gas to environmentally-friendly, solid-state lasers with better beam profiles, stable energy, and higher quality performance. The United States is the biggest LVC market and will be the main market for CV Laser’s technology, but the team must first raise money for the FDA trials. Once done, they expect to be the dominating company in the LVC industry worldwide. “Our purpose is not only to make surgeries affordable to the world but to also make the technology commercially advantageous, clinically superior, and scientifically better,” Dr. Jain explains.

Originally the senior business executive at Nidek Japan and CustomVis plc UK, Dr. Jain purchased the business in 2010 and then began working as chairman and CEO with the responsibility of leading the company to success through his extensive experience in management, corporate, finance, sales, and marketing.

As a high-tech international executive, educating the market for new technologies is Dr. Jain’s expertise. In fact, he has given over 400 international lectures, explaining the science behind various technologies. Although he has worked in the fields of breast cancer and stem cells, his primary focus is ophthalmology and LVC. “The most important thing is the acceptance of the high-tech products in the market, but this can only happen once people understand it, and this is my job” says Dr. Jain. He has been recognized by the Australian Prime Minister by inviting him to have business dinner with the Indian Prime Minister.

Dr. Jain holds postgraduate degrees in physics, engineering science, and management as well as a Ph.D. in physics from the prestigious Indian Institute of Technology Delhi. Both his education and his work in a variety of sciences, including solar cells, infrared detectors, superconductivity, and ternary semiconductors have given him an in-depth understanding of different technologies as well as the ability to explain them to doctors in a quick and simple fashion. Dr. Jain edited two books, written 7 book chapters, and published more than 50 research papers.

Dr. Jain’s strategic influence has also been characterized by his strong ethics, honesty, and values. He not only believes in running an honorable business but in giving back to the community, which he has done for the past 25 years. He has been a member and a leader of various community organizations in Western Australia, including his former position as president, representing 55,000 Australian Indians at state and federal levels. In 2019, Dr. Jain received the prestigious *ISWA Lakhwara Award* in recognition of his community work.

Extensive worldwide travelling and business negotiations in different countries over the last thirty-five years has provided Dr. Jain with a deep appreciation of the diversity and feelings of different cultures.

Katja Forbes

As an Australian pioneer of experience design, Katja works in every component of the field; research, emerging technology, service design, CX, and UX.



Katja Forbes is the managing director and customer experience (CX) and user experience (UX) design leader of Designit, Australia and New Zealand. She is one of over 550 researchers, designers, technologists, and strategists employed by the global design firm headquartered in Copenhagen, Denmark. As such, Katja proudly leads her team in Australia and NZ as they work with ambitious brands to create high-impact products, services, and spaces that will be used to enrich the lives of others.

Designit®
a wipro company

As an Australian pioneer of experience design, Katja works in every component of the field; research, emerging technology, service design, CX, and UX. Most recently, she has been investigating how qualitative-focussed designers can become more data informed as well as how to bring data science and experience design together. In doing so, Katja considers what the combination would mean for artificial intelligence (AI) and machine learning. “When we are trying to adapt to change so rapidly, we must ask what an advanced version of humanity looks like and how we should navigate the crazy, fast change we see,” she says.

In addition to her revered leadership in design, Katja also holds experience as an entrepreneur after founding her own company, Syfte, as a sole director in 2014. With a national bank and lending organization as her first client, she built the strategic design consultancy up over four years using the tools and techniques of design to solve business problems from a human centered point of view. “Designers will take a human approach and ask how they can make things better. Then, they use all the tools of design, including, strategic futures exploration, co-designing together with the people who will be impacted, all the way to basic usability testing,” Katja explains. After working with a number of well-known brands such as the Australian government, major airlines, large banks, and even Google, Syfte was acquired by an international firm in 2018.

Although she boasts a diverse background, according to Katja, it is resilience and tenacity that sets her apart from others. “I have always had a strong growth mindset and a willingness to learn, fail, and try anything,” she says. For instance, after earning a bachelor’s degree in broadcast journalism from Charles Sturt University, Katja’s first job was reviewing websites for a magazine

called *Internet.au* before she moved on to work for an internet service provider. She also earned a master’s degree in multimedia design from The University of Sydney in 1999.

Katja then transitioned into working for agencies. She began working for one of Australia’s first digital agencies, Spike, designing for many big brand clients including building the first website for a major Australian surf brand, Rip Curl. Katja later traveled to the U.K., Tokyo, China, and India as a creative lead/project manager for a Sapient, now Publicis Sapient, before accepting a job at Yahoo in product development.

By 2006, Katja wanted to try something new, so she went to work with the Royal National Institute of Blind People (RNIB), her first personal exposure to what the digital world is like for those who are vision impaired. This is where Katja developed her interest in inclusive design. The experience was career changing, and she decided to earn a second master’s degree in human centered systems from City University London and started designing for Thomson Reuters Foundation. Inclusive design remains a pillar of Katja’s practice today.

In addition to her role at Designit, Katja serves as the international director of the Global Board of the Interaction Design Association (IxDA) and is a co-founding member of IxDA Sydney. She is also a published contributing author, a regular national media commentator for her industry, and an inspiration to women across the globe. Consequently, Katja was listed among the *100 Women of Influence* by Westpac and the *Australian Financial Review* in 2016 and was recognized as one of the *Top 10 Australian Women Entrepreneurs of 2018* by *My Entrepreneur Magazine*.

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Gary Jackson

Tenable Inc., exhibits an outstanding ability to help enterprise companies identify where they may be at risk in their potential cyber exposure; by enabling organizations to see all their assets, predict what matters most, and act on the information to address the risk.



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For Gary Jackson, vice president of Asia Pacific for software security company Tenable Inc., there is no stopping or end on the path to success—even at the top. From both a professional and personal point of view, Gary's governing philosophy for risk vulnerability management and his own life is to "Find the right hill to climb, go climb it without settling for average, then go find the next challenging hill." Tenable Inc., exhibits an outstanding ability to help enterprise companies identify where they may be at risk in their potential cyber exposure; by enabling organizations to see all their assets, predict what matters most, and act on the information to address the risk. Their software is installed in significant large enterprises globally, with substantial presence in Australia and New Zealand

Publicly listed on Nasdaq, Tenable Inc; (headquartered on the East coast of the United States) is focused on risk-based vulnerability management and is seeing excellent growth as the market demands increase. Their software has earned the rating of number one in this marketplace.

Gary has been with Tenable since 2015, running the Asia Pacific branch from China to Australia, Japan to India, and everything in between, explaining, selling, and supporting their solutions to large enterprises in most vertical industries such as financial services and state and federal governments. Execution of this heavy breadth of responsibilities has been made possible through operations in every country, excellent sales and support marketing, and Gary's own experience and expertise.

After spending 5 years running Aruba Networks, a now well-known Wi-Fi company acquired by Hewlett Packard, he spent 5.5 years at Cisco. Overall, he has been in this field for a grand total of 42 years—a lengthy span wherein the industry has drastically changed. He began as a design engineer with an electronics engineering and math degree. When he entered the field in the 1970's, the industry was extremely different from today. There were no integrated circuits, no internet, no Microsoft, no Cisco...and definitely no social media. Throughout the 70's and 80's, the ability to communicate was very minimal, hardware-oriented, and limited to low speed networks. He has been in the industry ever since, watching and experiencing every facet of the internet evolve and grow into what it is today.

Today, he runs one of the most successful and trusted companies in the risk vulnerability management focus area of the industry. Attached to this reputable brand name, which he has built, is a mighty global support team and sales team which echo inspiration from Gary's own mantras. He exclaims, "You have to be the best version of you, every day, to do well. No compromise, and that takes a lot of intense focus." His attitude of putting his best foot forward every day attracts more like-minded people to the practice, raising the bar even higher with each new member brought onto the team. "Team quality matters, and you must lead from the front. Create the attitude and culture that attract and keeps the best."

Anne Massey

Anne Massey's leadership purpose, as well as people and places, have shaped and influenced her extensive career. Her purpose is to make a positive difference for people and the community, and then to encourage and equip others to do the same. She is an experienced non-executive chair and director, with a background as a global senior executive and CEO, and specializes in strategic management, economic and cultural change, people management, partnerships, and social sustainability. Now based in Sydney, Anne brings her extensive expertise from hospitality, customer insights, and corporate giving to CEO's, boards, and companies, working alongside them to transform their business and personal outcomes.

During her global career with Starwood Hotels & Resorts Worldwide, Anne gained experience in multiple business functions. She was a senior member of the team, who created the Starwood Preferred Guest (SPG) program in 1999, and during the 2008 Sheraton brand revitalization, she initiated an innovation project in collaboration with the Pratt Institute, to reimagine the 'Meeting Chair of the Future.'

On her return to Australia in 2009 as managing director, Asia Pacific for Communispace USA, she successfully launched a new brand into the region and became an officer of the company in 2010.

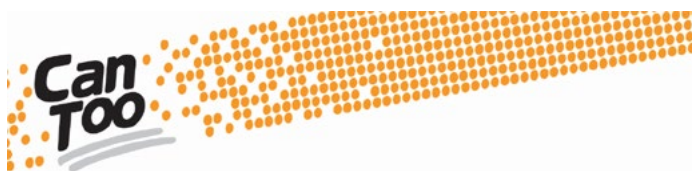
Although Anne has achieved great success professionally and personally, she started adult life as a teenage pregnant bride, without completing her education and was determined not to be a casualty of circumstances, starting her full-time career at 34 years old. "I had a strong desire to succeed," Anne shares. "A favorite quote by Eleanor Roosevelt is her guide; 'you must do that which you think you cannot.'" Today, happily married for 43 years, she has 3 wonderful children and 4 grandchildren.

One of the biggest impacts on Anne's life was the loss of her best friend to cancer, which changed her forever. "I promised myself to live life for us both; to be as healthy as possible and to kick cancer's butt," she shares. Guided by this philosophy, Anne is now chair of the Can Too Foundation, a charity organization that promotes healthy lifestyles, training people to run and swim distance challenges and fundraise, so they can invest back into cancer prevention and research.

Anne aligns many of her roles in support of the community. She serves as chair of the ACDC Project steering committee for Community Mental Health Australia, which assists the psychologically and socially disadvantaged, and is an advisory board member of the Resilient Australia Alliance. In her consultancy, she partners with clients on social sustainability, helping to leverage and link their purpose-to-profit, elevating



She is an experienced non-executive chair and director, with a background as a global senior executive and CEO, and specializes in strategic management, economic and cultural change, people management, partnerships, and social sustainability.



impact on people and society. Her global experience gives her a deep knowledge of contemporary business practices, which she brings to her role with The CEO Institute as chair of two syndicate groups of CEOs. This extends to her executive coaching practice, where she specializes in guiding and enhancing careers and personal branding for CEO's and senior leaders.

Anne has established herself as an accomplished businesswoman and a dedicated humanitarian. She is a community volunteer and stays healthy as a marathoner and triathlete.



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CEO Institute: <https://www.ceoinstitute.com>
The Can Too Foundation: <https://www.cantoo.org.au>

RAJESH SHA

Founder & Managing Director

According to Rajesh Sha, “success is rented, and rent is due every day.” It is this philosophy that pushes him to work hard and to embrace challenges as opportunities to learn and to grow.

Rajesh graduated with a bachelor’s degree in electronics and communication engineering from Stani Memorial College of Engineering & Technology (SMCET), Jaipur, India. With a passion for technology and an entrepreneurial spirit, he relocated to Australia 10 years ago and began building a portfolio of companies from scratch. As a systems, applications, and products in data processing (SAP) consultant, with over 15 years of experience and multiple certifications, Rajesh is highly regarded throughout the consulting world and has worked in industries spanning technology, manufacturing, transportation, mining, IT services, electronic appliances, energy, and oil and gas. This is Rajesh Sha, the founder of Digitori Labs and Salvator Product. He is at once the technical architect of SAP delivery and managed services and the innovative mind behind end-to-end prototyping, design, testing, and deployment.

Rajesh’s journey toward success began with his father, a retiree from the Indian Army. “He helped to mentally prepare me for life by always telling me that I could achieve anything and by assuring me that I could figure things out,” he shares. Because of his father’s influence, Rajesh has never waited for things to happen—he makes them happen for himself.

In 2005, after earning his undergraduate degree, Rajesh became a programmer in the software industry, where he remained for the next five years. Then, in 2010, he received an opportunity to travel to Australia as an integration consultant. What began as a three-week project turned into Australian citizenship, and he’s called Melbourne home ever since.



The company specializes in SAP delivery and offers a full spectrum of services across technology consulting and application development. Boasting a team of highly experienced consultants, Digitori delivers the best possible solutions to clients in a timely and cost-efficient manner.

Eight years later, in 2018, Rajesh founded Digitori Labs in his hometown of Melbourne. The company specializes in SAP delivery and offers a full spectrum of services across technology consulting and application development. Boasting a team of highly experienced consultants, Digitori delivers the best possible solutions to clients in a timely and cost-efficient manner. Their philosophy is to be customer focused and transparent, and to always maintain integrity.

Rajesh was flying almost every week for project work, but that came to a stop due to the COVID-19 pandemic. As the world tucked itself away, he became inspired to develop a new device to help keep his family—and the general public—safe. Within the next two months, he plans to launch Salvator, a standalone, light, easy-to-carry personal safety device that links directly to the Salvator app, which can be downloaded on any smartphone. With four distinct buttons on the device, users can alert saviors in different situations. When an alert button is pressed, the saviors receive an auto-generated notification call as well as the user’s specific location.

In addition to his two technology businesses, Rajesh owns his own café and does real estate as well. However, no matter how busy he might be, his family always comes first. He credits his success in great part to his wife, Sonika, a businesswoman, herself, who runs the café and helps with the real estate while being a mother to their two children, eight-year-old Aanya and six-year-old Arya. “Sonika is my support, and her ‘have-a-go’ attitude helps me to become ‘go-getter,’” says Rajesh.

Michael Wishart

Michael Wishart is CEO of Connect Source, a technology and manufacturing company and distributor of third-party products based in Perth, Australia. Founded in 1992, the family-owned company started primarily as a small wiring harness, and electrical manufacturing business with only four employees. Twenty-five years later, under Michael's leadership, Connect Source has now branched out into engineering, retail sales, and technology within the mining, agriculture, and transport sectors across Australia.

In addition to offering more services and strengthening customer relations, Connect Source has experienced astounding growth over the last four years. "We have grown 240% over the past four years while holding an EBITDA double-digit percentage," says Michael. Four years ago, the company employed 15 people, which has increased to over 50 employees. "We are expecting to see a financial growth of 50% again this year, and by the end of 2022, we're predicting to have a staff of 75 people," Michael adds.



Under Michael's leadership, Connect Source has now branched out into engineering, retail sales, and technology within the mining, agriculture, and transport sectors across Australia.

Most of Connect Source's growth has been attributed to diversification. Michael also introduced a lifesaving, third-party technology called Guardian by Seeing Machines, which opened up the heavy transport and logistics market for their other products. "Within four years, our client base expanded from 150 to 650 as a result of adding Guardian to our suite of solutions. In addition to our local clients, we began to serve a variety of national and global clients," Michael explains.

The company's new strategic direction was devised by Michael after he was named CEO four and a half years ago. To strengthen Connect Source's management structure, he built a nine-member leadership team consisting of a chief operating officer, production manager, retail sales manager, channel sales manager, director of support services, engineering manager, customer operations manager, business analyst and finance controller. Everyone works together to carry out strategy and to drive the company's growth. To effectively oversee the leadership team, Michael implemented the tri-force decision-making process, which provided the management team with the autonomy to make rapid and considered decisions, supporting the company's ability to diversify and grow. "This design removes the need for the team to seek my approval for every decision and eliminates the bureaucratic bottleneck that hinders growth in most companies," Michael explains. "If it's good for the company, good for the customer, and good for the individual making the decision, then it's an automatic 'yes.' If only two out of the three are good, then team members seek the next level of approval. If none of the three are good, the answer is automatically 'no.'"



Chief Executive Officer

In addition to his 24 years of experience in the telecommunications and telematics industries, Michael also holds a diploma of business and management. After starting his career with Hutchison Telecoms and Orange (French telecoms), he went on to own Telstra, Optus, and Vodafone dealerships for several years. Michael specializes in AI and data aggregation, solar power future capabilities, and the connectivity of data sets relating to mining, agriculture, and transport to improve safety, visibility, and quality.

Throughout his career, Michael has upheld his reputation for getting things done and for being a methodical thinker who considers the practicality of the outcome, and he is once again proving this as he leads Connect Source into the future.



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Pranay Kumar

Chief Executive Officer

Over the past 20 years, Pranay Kumar has established his position as a robust and dependable leader of Australian operation of the State Bank of India while working tirelessly to form, enhance, and define the company's brand across Australia. Previously working within SBI, he has filled multiple roles within the organization, working his way to the senior position. He now holds the title of CEO of the Australian branch of SBI, responsible for ensuring its success in corporate finance, wholesale banking, project financing, deal structuring, and most importantly, adding value to customer service.

The State Bank of India is a more than 200 years old and maintains a primary focus on mass banking, while still concentrating on personalized banking and other related areas. In 1955, when the bank became central to Indian companies, its influence began to spread. The company now has more than 230 offices around the globe in 32 different countries, including UK, U.S., Australia, Singapore, Africa, Japan, South Korea, and China.

Even in the wake of the company's bountiful success, Pranay maintains his focus on the customers best interests. The value he creates is not solely monetary; it allows patrons to feel secure, knowing they are banking with an institution of the highest standards and one with a stellar reputation. This approach also reassures shareholders, not only of the bank's stability, but of Pranay's proficiency in his role.



Above all, our larger role is to take care of people as they progress throughout their life cycle, striving to create as much value as possible.

In complement of an already inspiring skillset, Pranay is also a certified financial crime specialist, a qualification few people in the industry have. His experience with the investigation of financial crimes and fraud also allows him to mitigate risk, which translates to stabilized operations, as well as improved overall efficiency. For Pranay and the State Bank of India, the quality of the service they provide is part of a bigger picture than merely banking itself. When customers place funds in their hands, they are entrusting them with a large portion of their livelihood. SBI takes precautions to guarantee that customer's trust is held with care and that they can depend on their bank throughout their lives. Pranay muses, "Above all, our larger role is to take care of people as they progress throughout their life cycle, striving to create as much value as possible."

Pranay received an executive MBA with a focus on international finance from S.P. Jain Institute of Management & Research and completed the *Program on Mergers & Acquisition* at the Indian Institute of Management, Ahmedabad, India. He is an alumnus of the Harvard Business Club in Australia.



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Wendy McMillan

Since Bombardier Transportation produces trams and trains for two states, Wendy often plays an operational role, as well, in which she is responsible for normal business metrics such as procurement, finances, and engineering.



Known for her resilience and exceptional work ethic, Wendy McMillan boasts over 30 years of experience in the government, railway, infrastructure, transportation, and consulting sectors. Through positions as CEO of Rolling Stock Development Division for the Victoria State Government, blended directorships with Queensland Rail, and a number of senior executive roles, Wendy has become a talented communicator with a dedicated customer focus and the ability to accurately recognize the efficiency and performance levels of employees. Today, as the president of the Australia and New Zealand regions of Bombardier Transportation, she continues to demonstrate her adaptability as a transparent and ethical leader. “As you get further into your career, the benefit of having many different roles with great peers is you are able to understand what good looks like—on both the performance and people aspects,” she shares.

Established as a family-owned company in the early 1900s, Bombardier posted revenues of \$15.8 billion US in fiscal year ending 31 December 2019 and has grown to become a global leader within the aviation and transportation industry. The transportation segment of the business currently employs around 36,000 people and offers a full portfolio of products, including metro, light rail, high speed, trams, locomotives, and signaling (both onboard and external). Bombardier’s core values shape the culture of the company and serve as its foundation. All actions and decisions are guided by integrity, respect for others, and commitment to excellence.

Wendy joined Bombardier in February 2019. She is one of only two women who sit on the global executive team and directly reports to Bombardier’s global transportation president. She is responsible for the stewardship of her region in all areas, including business development, financial performance, project execution, and services delivery. She also manages over 1,100 people, across Australia. “People, safety and wellbeing always come first within my industry,” she says.

BOMBARDIER

Since Bombardier Transportation produces trams and trains for two states, Wendy often plays an operational role, as well, in which she is responsible for normal business metrics such as procurement, finances, and engineering. However, she takes the most pride in demonstrating values as an authentic leader. While making her way through the various sites in Australia and New Zealand, she ensures that every team member continues to place communities first. Most recently, she was nominated by the vice president of safety and the COO to chair the global steering committee’s response to COVID-19. Wendy’s region was the only one to remain open globally and to date have had no furloughs or redundancies in the business or COVID-19 cases. “We’re proud of this. It shows we’re resilient and manage supply chains well,” she shares.

Both Wendy and Bombardier give back to the community. Outside of the office, Wendy has served as a director of a girls’ school, gives lectures in higher education, and she has done some coaching of junior sports. Within the BT, she has implemented programs to support Australia’s Indigenous communities and has been influential in promoting diversity and inclusion programs, such as apprentice programs, a welding school in Dandenong and a Women’s Professional Network at BT ANZ. The company also signed an MOU with a charity that supports girls and women who are victims of abuse and domestic violence.

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Michelle Beech

Chief Executive Officer

Michelle Beech is the chief executive officer at DPS Publishing, an Australia-based company serving as sector experts in aged care, disability, home care and retirement living industry publications and websites. Michelle and her team create both print and digital products, printing and distributing over 250,000 guides annually across Australia. DPS is one of the few companies to provide customers with a choice of media, as most others offer only online digital options.

As the company's motto says, DPS has been dedicated to "connecting consumers and providers" for over 22 years. They not only publish information guides for those in need of services or support in the aged care, disability, home care and retirement living sectors, but they also assist providers who are looking to connect with consumers by placing advertisements within their publications or on their websites. Currently, DPS has two sites, www.AgedCareGuide.com.au and www.DisabilitySupportGuide.com.au, as well as four publications — *Aged Care Guide*, *Disability Support Guide*, *Your Retirement Living Guide*, and *Incorporating Home Care Guide*.

In 2019, within four months of becoming DPS's first female CEO, Michelle, changed the company's entire structure, helping them to run more efficiently and saving them over \$700,000. In the last 2 years she has reduced costs across the company, negotiated new contracts, with savings of over \$1million per annum. She also introduced the idea of *The Disability Support Guide*, which has gained nearly 300,000 users in less than two years. In addition, AgedCareGuide.com.au receives 1.6 million views annually and is Australia's number one aged care website.

DPS also recently went into partnership with The Big 4 Holiday Park for distribution in all parks across Australia for the brand new *Your Retirement Living Guide*. "Even through COVID, which has been hard on all businesses, we haven't lost any staff, and I am very proud of that. We are always growing, updating, and looking toward the future," says Michelle.

Part of the company's recent success can be attributed to Michelle's strong background in finance. After earning a finance and commerce degree, she began her career running her own tax and accounting business. Because she loved dissecting numbers, Michelle went on to work as a CFO for an aged, respite and disability company, where she eventually became general manager.

Then, about 6 years ago, she obtained an MBA, majoring in marketing and human resources, which changed her life. The courses taught her that people are what make an organisation tick, to be open to helping other people and to building them up as opposed to focusing only on herself. "It opened my eyes to a different world, and I realized that people really matter and that with a great team, you can accomplish anything," Michelle says.

Michelle and her team create both print and digital products, printing and distributing over 250,000 guides annually across Australia. DPS is one of the few companies to provide customers with a choice of media, as most others offer only online digital options.

Four years ago, Michelle joined DPS Publishing with a part-time position as CFO and just a year later, she took on the role of general manager. After being with DPS for 2 years she was very proud to be offered the role of CEO, the first female CEO of the company, under the age of 40. The company is 22 years old and has always been male dominated, with male CEO's, and male board members.

Today, as the proud CEO of the organisation, she continues to genuinely care about people, and they still come to her to talk through their problems. "If my people are happy, the sky is the limit," Michelle says.



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Andrew Stewart



It's a perfect opportunity to create thousands of jobs, whilst saving the planet from emissions.

Andrew Stewart is currently one of eight members on the global executive team of Wood Plc, a UK-listed enterprise that operates in more than 60 countries and employs around 50,000 inquisitive minds. In this capacity, Andrew serves as the executive president of strategy and development and is accountable for the group's strategy, digital transformation, divestments, mergers and acquisitions, business development, sales, marketing, communications, and strategic projects. One of Andrew's key responsibilities is the transformation of Wood as it deploys its world leading consultancy, engineering, and projects expertise to unlock exciting possibilities in the energy transition and sustainable infrastructure.

Founded in 1912, the company has a proven history of agility — adapting, enduring, and continuing its success — as it unlocks today's critical challenges of clean, competitive energy and sustainable urban infrastructure. “In 2014, we were 90% upstream oil and gas, but now we are at approximately 35%. We have deliberately broadened with a much stronger participation in renewables 25% and sustainable infrastructure 15%. Wood is creating an unstoppable momentum as the world evolves to net zero emissions while also enabling economic prosperity. Not mitigating climate change would cause social, environmental, and political upheaval, so for our children's well-being, we are in pursuit to meet the world's increasing demand for energy without carbon emissions,” Andrew expresses.

Andrew's enthusiasm continues to drive clients to innovative solutions. He believes hydrogen is the most compelling path to decarbonize because the combustion by-products are safe, just water and heat. Wood's technology has been used for 120 industrial hydrogen gas plants around the world. The total installed capacity to date is more than 3.5 million Nm³/h of hydrogen. With Australia being the largest exporter of liquefied natural gas (LNG), Andrew sees no reason why Australia couldn't also become the world's largest producer and exporter of hydrogen. “We have the technology, engineering, and construction muscle to lead the world to net zero. Australia not only has vast onshore and offshore gas reserves, but we are also a vastly sunburnt and windswept country primed for solar and wind energy. All we need now is the public policy ambition to be a clean energy powerhouse,” Andrew says. Steam methane reforming with carbon capture is the first step to an industrial scale hydrogen network, and scale is the key to unlocking hydrogen's competitiveness and unmatched environmental benefits. Once the demand side infrastructure is established, and electrolysis scales, we can quickly evolve to 100% renewable hydrogen. “On the export side, liquefying hydrogen consumes a lot of energy, so it must be distributed across the seas as ammonia. This is where Australia's unmatched LNG expertise and proximity to Asia gives us a significant advantage. “It's a perfect opportunity to create thousands of jobs, whilst saving the planet from emissions,” adds Andrew.

Since joining the company nearly 12 years ago, Andrew has served in several executive positions including managing director for Australia and Asia Pacific as well as president of construction,



wood.

maintenance, and operations for the United States, Canada, Latin America, and the Caribbean. In 2017, Andrew was promoted to the CEO of Wood Americas, where he was responsible for over 18,000 employees and \$4 billion in annual revenue. “Moving the family to Houston, Texas was a once in a lifetime - the children worked on their Texas accents and my wife and I learned how to drive on the other side of the road! At work, I was busy completing a class 1 acquisition of AmecFosterWheeler, forming a new team, integrating the businesses, and growing America's EBITA by 23% in the first calendar year post close. We were so privileged to have had an American adventure and it's in our highlights reel!”

Andrew is an alumnus of The University of Melbourne, where he earned a mechanical engineering honor's degree and is a graduate of Melbourne Business School, where he earned a postgraduate diploma in management and a master's degree in business administration. Outside of work, he is an active cyclist and enjoys family time. Andrew now resides in Melbourne, Australia with his wife and two children.

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Thinus Steyn

Chief Executive Officer

“Wherever I’ve worked throughout my career, I’ve always improved profitability through increased employee engagement and productivity improvements.”

Thinus Steyn is CEO of BusTech Group. BusTech Group is an Australian bus group designed for a connected world - delivering integrated, low-emission mass mobility solutions enabled by technology. With an emphasis on sovereign capacity and mutually beneficial local supplier partnerships, BusTech Group operate a micro factory model that drives local economic growth whilst reducing their environmental footprint.

Since joining the company in January 2020, Thinus has led BusTech Group towards their mission of becoming Australia’s

leading manufacturer of mass transit solutions by upholding their promise to “drive efficiency and improvement throughout the lifecycle of the products [they] produce.” As CEO, he holds full profit and loss responsibility for the company, oversees the development and introduction of new technologies, and supervises the development of plant functions, such as production, quality, and logistics, as well as group functions, which include sales, aftermarket, finance, human resources, IT, engineering, and procurement.



Thinus’ 24 years of experience in automotive management, as well as his extensive background in global leadership and finance, have helped to bring BusTech Group into the future. As a chartered accountant and with an MBA, he began his career in finance and progressed through roles that included general management, multiple executive positions, and head of region. Thinus spent decades working

Thinus has led BusTech Group towards their mission of becoming Australia’s leading manufacturer of mass transit solutions by upholding their promise to “drive efficiency and improvement throughout the lifecycle of the products [they] produce.”

and living across the world—South Africa, Germany, Australia, China, Thailand, India, Malaysia, and Vietnam—before ultimately bringing his cultural insights and international knowledge of finance, customer service, operations, and productivity back to Australia.

Today, as CEO of BusTech Group, Thinus continues to apply the lessons he learned from abroad with the goal of steering the company to become a national leader in mobility, world-class technology, and products. Under his direction, BusTech Group is well on its way to expanding from what was historically a family-owned business into a corporate entity.

“Wherever I’ve worked throughout my career, I’ve always improved profitability through increased employee engagement and productivity improvements,” Thinus explains. He credits his success in sustainable profit optimization to his financial training, diverse international experience, and leadership skills. “At the end of the day, you’re influenced by your life experiences, theoretical or practical and applying them in different environments to the benefit of your stakeholders.”

BusTech Group benefits tremendously from Thinus’ vast experience. Although BusTech Group is locally owned, the company’s staff is steeped in diversity and their partnerships span the globe. Whether directing a local team or working with their international partners, such as Proterra and Cummins, Thinus’ global leadership experience is especially valuable. “Working with international partners, cultural knowledge is critical to ensure all parties are understood, respected, and work effectively together.”

GREG LUCK

CEO

Greg Luck is a transformational and innovative leader across multiple industries, countries, and organisations, from private and public companies to multinational corporations to not-for-profits. In recent years, as the CEO of Help Employment & Training (a division of Help Enterprises), he is part of a modern, not-for-profit, social enterprise that exists to enhance the lifestyle and independence of people with disabilities.” With over 25 years of proven national and international experience in operating and leading diverse businesses and portfolios across the spectrum of developing, emerging, and mature markets, Greg’s extensive knowledge of innovative practices that can inspire competitive advantage have helped him to drive transformational change to the clients that he currently serves through Help.

For over five decades, Help Employment & Training has assisted more than 18,000 employers and over 50,000 Queenslanders and provides allied health, vocational development, recruitment and training, and diversity and inclusion consulting services. Now, amid a global pandemic, an increasing number of clients are reaching to them for assistance. “In the current world of COVID, the services we provide will help businesses to recover quickly and people to get back on their feet. More than ever, people need our help,” Greg says.

Originating from Toowoomba, Queensland, Greg has worked across Australia and in more than 24 other countries. In April 2017, he left a long, successful career in executive roles for global corporate giants to help his fellow Queenslanders as the leader of Help Employment & Training. Over his career, Greg has strategically led complex transformations in turbulent market conditions and improved organisational culture, despite times of uncertainty and change. From executing organisational restructures and implementing new business process, to reinventing customer engagement and delivery models, he has helped businesses diversify and establish platforms for scalable growth.

Greg’s reputation for developing both business-centric and customer-experience transformational solutions preceded him long before he joined Help. Over his 11-year tenure with Ford Motor Company, he led strategic franchise dealership programs for its Australian and Asia Pacific aftersales division, focusing on customer-retail networks. As the leader of product protection for QBE Insurance’s Asia-Pacific markets, Greg developed risk-based solutions for small, medium, and large corporations. In his final role before joining Help, he served for eight years as the executive director of global markets for TTI Global, where he was responsible for strategic consulting, and solutions to transform businesses’ customer experience and operational performance.



Greg’s extensive knowledge of innovative practices that can inspire competitive advantage have helped him to drive transformational change to the clients that he currently serves through Help.



Now, as the leader of Help Employment & Training, Greg uses his international experience and his vast expertise and skills gained over decades to drive an operation devoted to serving people with disabilities in Queensland. Driven by fanatical simplicity, innovation and customer centricity, he has helped to transform the lives and businesses of the clients he serves. This transformation was independently recognised by the National Employment Services Association (NESA), with Help Employment & Training becoming the 2019 national winner of the *Innovation in Disability Employment Award*. In addition, Help’s Registered Training Organisation has won numerous awards, including the *Community Training Initiative of the Year* for disadvantaged youth resulting in sustainable employment.

Greg holds both an MBA and a bachelor’s degree in vocational education and training (B.VET). He is also automotive engineering certified and a member of the CEO Institute and Australian Institute of Company Directors.



Nick La | Co-Founder

Nick La is a serial entrepreneur with a strong background in operational finance and international business. Over the course of his career, he has founded five different companies; successfully taking each one from bootstrapped to seven figures. In 2016, Nick co-founded Weploy, the fastest online hiring platform for customer experience talent in Australia. Fast forward 4 years and whilst successfully operating Weploy Core (proven business concept), Nick co-founded Weploy's newest venture, TalentTap. TalentTap is a modern-day workforce management software solution, allowing companies to have better visibility over their business operations. Both Weploy ventures have won numerous awards since their launch, including the *ATC Leading HR Innovation Award*, voted by Australia's top HR professionals. "My co-founders and I want to see technology solve big problems and enable companies to focus on what really matters - growing their businesses. Once people get too busy, they often forget why they got into their line of work in the first place, so we want them to work on their businesses as opposed to working for them," says Nick.

Weploy's first venture can be described as a marketplace attracting talent whilst combatting unbiased and biased barriers regularly seen in traditional recruitment methods. This passion for a level of equilibrium within hiring was especially important to Nick, coming from an immigrant background. "Until now, the traditional agency recruitment model has never been able to disrupt the way we hire. Job seekers and companies still use résumés to apply for jobs, which involves a lot of bias and a lack of diversity in decision making," he explains. For example, Nick's mother was a banker in Vietnam, but once she relocated to Australia, she



struggled to find work before finally accepting a service job as a hairdresser. Weploy hopes to correct similar situations by creating equal opportunities amongst job seekers.

With this passion, experience and business acumen, Nick along with co-founders, Tony Wu and Vince Luong, launched Weploy to penetrate the customer service and contact centre space. The company has matured over 4 years, successfully supporting business in financial services, insurance, and retail organisations, with their broad contact centre and e-commerce teams. With strong ambitions, Weploy is on a mission to expand its international footprint from New Zealand, to global domination. Nick attributes the company's growth to its engineers and talented sales teams. "Our technology allows us to cast a larger net to people - similar to Uber. As a Weployee (casual employee of Weploy), you can accept jobs within minutes," he explains. "Weploy offers much faster results than visiting a traditional agency. Clients come for the speed & stay for the quality."

TalentTap is Weploy's sister company and was discovered when Nick and his co-founders began seeking an efficient way to manage workforce transactions overseas. "While Weploy provides customer service, TalentTap helps to manage how they go about it," says Nick. "It's a workforce management tool - born to provide other companies with the same technology we use." In creating TalentTap, the co-founders utilised their experience from Weploy, as well as the platforms they had built for time sheeting, payrolling, rostering, and scheduling. Currently, the company is focused on helping recruitment agencies, labor hire agencies, and commercial cleaning companies simplify their operational processes.



Weploy offers much faster results than visiting a traditional agency. Clients come for the speed & stay for the quality.

Before relocating to Australia, Nick first entered the workforce at age 19 in Asia's food and beverage industry. Learning operations through firsthand experience, he worked his way up from a bartender to a beverage director, managing 32 leaders. He soon began sharing his knowledge on building brands and businesses. This ultimately helped in repeating the same process again in Australia with Weploy and TalentTap. Although he has always maintained an operational role in both businesses, he is now moving to TalentTap's front line to lead enterprise sales. "My co-founders and I got into this space because we found that many facilities management and agencies were either using legacy processing systems to build spreadsheets or they weren't using technology at all," Nick explains. "So, we decided to take a very simple approach—to make every product we design user-friendly so that people would have the tools and solutions they need to work on their businesses."

La Chang

Chief Executive Officer

Our technology will be built not only to serve internal efficiencies of our team, but offer our customers the ability to trade better through business intelligence reporting.



La Chang is CEO of Think Global Logistics, an Australian freight forwarding company that provides single operations contact, a knowledgeable team, global offices, and safe deliveries via land, air, and sea. As a progressive, international freight forwarder, TGL maintains a sharp focus on technology, intelligent practices, and thought leadership in order to drive the industry and better serve their customers.

TGL also takes pride in placing more importance upon the training and education of its employees than profits. “We are a grassroots company created on the foundation of people, and our mission has always been about selecting the kind of people who are continually engaged with us and our business. This is our work culture and who we are,” says La.

In fact, TGL runs an internship program at both the national and international level so that people may come in, gain knowledge, and go back into the world to spread a positive message about the industry. “After six months, all our interns learn 90% more than a typical employee who spends years at a big multinational company. The most important thing is to lead and manage from an abundance mentality vs. a scarcity mentality,” La explains. In other words, team leaders at TGL work to teach their staff and employees all they know. “Scarcity creates paranoia and lack of satisfaction, but with abundance, employees feel like they are part of something bigger. With that, I am confident business will go further,” says La.

Prior to starting TGL, La served as managing director for CH Robinson, a U.S. Fortune 500 company and one of the top five largest global companies in the world, where he was responsible for launching operations in Australia. La has also worked in a sales capacity and various managerial positions. La credits his diverse background with giving him the drive to find a better way of doing business. “Industry leaders always say that their people are their

most important attribute, but this is usually untrue. The fact is, most employees outside of top management are treated like robots devoting years of their lives to companies without any nurturing or education and without ever learning more than one task. As a result, the industry often fails to attract the right talent. At TGL, we take a more holistic approach, which yields a happier, more educated staff,” says La.

As La has a strong focus on empowering his staff at TGL, he has also developed a strong focus on technology and how it impacts his business. As technology has evolved, automation within logistics has boomed. At TGL, the team is developing their own proprietary system using the latest technology to focus on automation and ease of use for their clients. “Automated logistics is the future of our industry. We hope to incorporate artificial intelligence and blockchain technology into our system in the future,” La says. “Our technology will be built not only to serve internal efficiencies of our team, but offer our customers the ability to trade better through business intelligence reporting.”

Just as La treats his business in a meaningful way, he applies the same thoughtfulness and consideration when giving to charity. For example, TGL recently shipped containers of goods, including infant formula, to Lebanon free of charge. The company has also partnered with a startup charity called Escabags, which provides “escape bags” containing basic amenities to victims of domestic violence. The founder, Stacy Jane, had difficulty meeting the high demand from around the country so La and TGL stepped in and offered free shipping.

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Ron Malhotra

Maple Tree Wealth Management

Ron Malhotra is a leading wealth specialist, international speaker, author, consultant, and entrepreneur, who specializes in fostering stellar careers and desirable lifestyles for anyone with ambition. Through his expertise in the psychology of wealth and wealth planning, proven leadership, and financial prowess, Ron has helped thousands of people to not only realize, but exceed, their financial and career goals.

Presently, and in addition to a multitude of interrelated projects, Ron is the CEO of The Successful Male, CEO of Ron Malhotra International, and managing director of Maple Tree Wealth Management. Each of these roles rely on an impressive list of core competencies that Ron has established and refined over the past two decades. Starting with several principal roles in financial services, complemented by positions as a radio host, executive, and educator, his experience is simply incomparable. This may account for the numerous awards and recognitions he has received over the years.

Ron has been featured in the publications, *Australian Financial Review*, *Money Magazine*, *Smart Investor*, and *Entrepreneur*, was a guest on the ABC network, has authored four books with two being best-sellers, and has garnered awards for wealth planning, public speaking, and media. Among his designations are Chartered Financial Practitioner (AChFP), Financial Planner (AFP), and certification in International Success Principles. He also holds an advanced diploma in financial planning, an MBA from the Australian Institute of Business, and he is currently pursuing a PhD.

While Ron's education and training have certainly played an integral role in his career, it is his unique perspective and distinctive philosophy that have had the most impact on his success. Through his studies of human psychology, behavioral finance, and neuroscience, he has identified a common public inclination, which is based on the misconception that wealth is only a consequence of income. According to Ron, "Even if people have substantial income and access to good investment strategies, they will still fail financially without the right mindset and plan."

To that end, Ron has ventured more into quantum physics and metaphysical science to learn how people's ideas affect the physical world. By identifying predictable patterns and proclivities, he is able to effectively assist people in making financial decisions that are logical, efficient, and sustainable.

"There are just not enough discussions about the client's beliefs and values. Self-image drives their behaviors, so with targeted mentoring, they can be taught to identify the right opportunities. Through discipline and planning, even the average American can accrue a net worth of over \$1M in their lifetime."

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Genéne Kleppe

Founder & CEO



Digital Twinning Australia's priority is converting data into recognisable digital assets, building additional balance sheet value for its customers.

Genéne Kleppe is the founder and CEO of Digital Twinning Australia, an industrial automation company specialising in opening up siloed legacy data to create valuable corporate digital assets. Under her direction, platforms are rebuilt from pre-existing technologies, and operating data is brought into a static 3D model resulting in strategic level synchronizing digital twinning - converging information and operational technologies focused on reducing the cost to delivery. Digital Twinning Australia's priority is converting data into recognisable digital assets thereby building additional balance sheet value for its customers.

Synchronized digital twinning is genderless and non-disciplined. To stimulate interest in STEM [and help create a new workforce], Genéne teamed up with a girls' school to twin their new building around the renewable energy system. The demonstration site allowed pupils, teachers and the local community to see what a strategic digital twin looks like.

"By putting smart tech in the hands of children, *they* can teach *us* how to help them understand the technology future they face. My priority is to build a more robust, job-ready, secondary and tertiary labour force," says Genéne.

Although they are not the only ones in the field, Digital Twinning Australia is one of the few working on solving modern-day issues. "Asset lifecycles are now shorter. We no longer build bridges to last 100 years; we have become more of a disposable society. We even need returns on investment faster," Genéne explains. Fortunately, she and her team have proven that a value chain digital twin does reduce the time it takes to pay back capital investments, reduce operating expense and enable strategic agility.

As Digital Twinning Australia's CEO, Genéne's primary responsibilities are to lead, inspire and enable profitability, while as a citizen she is accountable for



advancing better places and use of space. She is value-focused and always busy working out what the future will look like, what skills are required, and how an organization's systems and architecture can work smarter to make life easier. Two years ago she put her company into research and development to prove they could use common-off-the-shelf technology to create digital twins. For customers this has resulted in a low-cost Industry 4.0 entry pathway.

Prior to founding her own company, Genéne earned a bachelor's degree in psychology, a graduate diploma in organizational psychology and, after a few years in the workforce, an MBA. She has had an extensive career in heavy assets working across finance, engineering, human resources, and organizational culture. Genéne was the first professional woman employed on a mine site for a major global miner, and she played an active role in reframing mining industrial relations and the Australian wool industry. Genéne argues that her extra-ordinarily eclectic career has been instrumental in affording her the ability to translate complexity to simplicity, due to this exposure and strategic level experience connecting enterprise and business architectures.

Most recently, she has demonstrated how synchronized digital twinning helps shape the global pandemic's new normal. A shift from "fly in-out" to "remote in-out" allows families and communities to remain connected and employed via something other than just graphs, spreadsheets, and video conference. "To do a great job, people need to see and 'touch' their systems, machinery and work processes. So let's give them what they need to be great!"

In recognition of her many achievements as an intrapreneur and entrepreneur, Genéne has received the following honors:

- Finalist – Consult Australia Technological Innovation [Highly Commended]
- Finalist – SACOME Exceptional Woman in Resources
- Finalist – Women in Resources National Technological Innovation Award
- Finalist – Winnovation Awards
- Finalist – The South Australian Premier's Awards in Energy & Mining
- Fellow of the Australian Institute of Project Management



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BUSH NICHOLS

Bush Nichols is a partner at Auratus, a registered entity controlling a conglomerate of companies (Bushman Resources Pty Ltd and Tooloom Resources Pty Ltd) located in Southeast Queensland, Australia. Meaning “gold” in Latin, Auratus is focused on exploration and mining and is presently headquartered in Burleigh Heads, a suburb on the Gold Coast. Bush and his team currently hold an extensive tenement portfolio with exploration and mining leases throughout Queensland and New South Wales. Auratus boasts a robust resource portfolio with over 260k ounces of gold and 1.46 million ounces of silver. With increasing international interest in precious metals and its impressive resource portfolio, Auratus has the potential to be listed on a stock exchange by 2021.

An experienced geologist and entrepreneur, Bush is involved in every aspect of the business, from operations to daily management. In addition to his role as partner at Auratus, he serves as co-founder, executive director, and CEO at both Bushman Resources and Tooloom Resources.

Initially beginning his career in business, Bush majored in marketing and earned a bachelor's degree from Griffith University on the Gold Coast, before moving on to obtain a post graduate degree in exploration geoscience from Curtin University (Western Australia School of Mines) in Western Australia. In 2013, he and Jean-Marc Manning co-

founded Bushman Resources. “Although it was the worst possible time (post GFC) to start a mineral exploration company, we picked up an enviable suite of exploration and mining tenements at a time when companies weren’t acquiring, and we’ve been working hard ever since,” says Bush.



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JEREMY ROLLESTON

Jeremy Rolleston is an accomplished individual with an intriguing background. On top of being an investment professional with two decades of experience across banking and asset management, he is also a two-time Olympian, and an innovative entrepreneur who combined his business skill and fitness and health knowledge to found award-winning B2B health and wellness company Active8me. Jeremy is also author of, *A Life That Counts*, and a sought-after motivational speaker, who equips and inspires audiences across the globe with his stories and lessons learned from the sporting field to the boardroom.

A native of Sydney, Australia, Jeremy founded Active8me five years ago while working in venture capital. His vision was to help people build healthier futures and to help address the epidemic of preventable chronic disease that accounts for almost 75% of deaths worldwide. Unlike the sea of fitness and health apps, Active8me is not another

celebrity-led brand that markets to consumers. Rather, they work directly with companies who license the comprehensive mobile platform for their customers, employees and members. The platform provides targeted programs that deliver customized plans for users covering exercise, nutrition, mindset, tracking, wearables and more – combining everything into a convenient all-in-one solution.

With the emergence of COVID-19, the adoption of digital and preventative health solutions is accelerating, and Active8me is well positioned to leverage these prevailing dynamics. “Aspirational consumers want fitness, health, and wellness solutions. But more than that; the world needs preventative health solutions like Active8me. Covid-19 has reinforced that our health must be a priority. I hope Active8me can be part of the solution and make a difference in the lives of many.” Jeremy says.

Prior to founding Active8me, Jeremy enjoyed a successful career with roles that included managing director at Artesian Venture Partners, general manager at Perpetual Investments, and executive director at Goldman Sachs JBWere. He holds a bachelor's degree in business information technology from the University of South Wales in combination with studies at the University of Illinois.



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LAINIE TAYLER



Lainie Tayler is managing director and founder of HR Squad, a boutique leadership and talent solutions company based in Melbourne, Australia, dedicated to helping businesses thrive with simple HR and best practices solutions. With 20 years of experience in leadership development, talent management, and human resources for large global and local organizations, Lainie is a global performance coach and a builder of talent who has worked for some of Australia's most influential organizations, including North Mining, Adidas, GE, Country Road, Telstra, and Asciano. As the leader of a firm that specializes in performance coaching, Lainie is on a mission to help people achieve their personal and professional goals, driven by a philosophy that centers on building capable and engaging leaders and the motto "Getting the people stuff right."



Lainie founded HR Squad four years ago, combining her extensive expertise and her passion for helping leaders unlock their potential to create performance-coaching programs and customized solutions designed for the specific goals and organizational strategies of each client. The program targets global executives and company talent pools, and the firm also partners with other thought leaders on critical capabilities. HR Squad's solutions are built around a three-layered model proven to nurture and accelerate individual development—leading self, leading others, and leading the organization. "We know that a people mindset is the biggest lever you can pull to ensure sustained financial and cultural success," she explains. "Everyone has choices, and no one is going to manage and develop your career better than you. Don't give those choices to someone else; they belong to you."

Lainie has a bachelor's degree in librarianship and human resources and a graduate diploma in coaching and executive coaching. She also holds Hogan Accreditation, LSI/GSI Accreditation, MBTI Accreditation, and Strengthscope Accreditation.

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YUSEF SHADID



Yousef Shadid is the best-selling author of *The GradGate*, a book which guides students through their studies and post-grad journey to success over the span of four chapters, realises just how difficult it can be for those graduating with minimal experience to find a career. He utilises skills honed through similar circumstances faced in his own life to help graduates find their niche, enhancing their employability by focusing on transferable skills that put them on employers' radars.

While he initially started studying engineering, Yousef eventually perused a business management degree at Swinburne University of Technology and graduated with little information about the job market and what he wished to pursue, making him no stranger to the common problems he now helps graduates conquer. He began applying to many companies, struggling to find the right match. As Yousef slowly began networking, connecting with industry leaders, and learning more about resumes and the job market, he landed a position at one of the Big Four consulting firms as a graduate analyst, eventually working for both Deloitte and Ernst & Young (EY) in the following years.



Since graduating five years ago, Yousef's subsequent years were spent with these firms, working in management consulting and gaining experience solving a variety of client problems within different industries. This past year, he transitioned into the graduates' employability field thorough founding GradShip, during the onset of a global pandemic, after gaining valuable experience as a professional in the last five years, weathering rocky roads to get there.

Yousef's mission is to continue pursuing his passion for helping others, just as he did through on-campus involvement, managing various student engagement initiatives, eventually earning him the graduating title of emerging leader. He currently provides top-notch services tailored to each client's individual needs, taking time to consult and understand their strengths. This allows them to help determine the optimal path for utilising their assets, as well as provide ongoing support, ensuring the graduate a smooth journey into whichever industry they seek.

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EVAN BISHOP

Evan Bishop is a migration law consultant and the owner of Worldly Migration and Recruitment Consultancy, headquartered in Melbourne, Australia. There, he works to provide a personalized approach, tailored to each client's specific circumstances, and all migration consultancy services are geared to help clients successfully navigate the migration system as governed by Australian law.

Since its founding in 2018, Worldly Migration has handled cases most specifically in the employer sponsored area of migration law. Sympathetic to all parties, Evan represents employers as well as sponsored visa holders. He strives to help his clients by listening, providing clear advice, and letting them know exactly where they stand.

Most recently, Evan has begun to specialize in assisting visa holders who have been forced to decide whether to remain in Australia or return to their home countries during the Covid-19 pandemic. This has quickly become a dire issue because if an employer makes them redundant, visa holders have a 60-day period to find a new sponsored position, or they lose their rights to work and risk becoming unlawful. Therefore, since April, Evan has been devoting most of his time to these cases, working *pro bono* where possible.

Evan has always held a genuine passion for helping others and in 2010, he was named *Young Citizen of the Year* by his local municipality. After receiving his Bachelor of Commerce degree in human resource management in 2012, he became a recruiter and started assisting international students. Then, in 2015, Evan went on to earn a Graduate Certificate of Australian Immigration Law and has since been assisting migrants with their residency as a fully qualified registered migration agent.



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ADJUNCT PROFESSOR KYLIE WARD



An extraordinary leader who holds honorary academic appointments with five leading Australian Universities and was ministerially appointed as a director to the Australian Digital Health Agency and the NHMRC Health Translation Advisory Committee, Adjunct Professor Kylie Ward FACN is CEO of the Australian College of Nursing. Championing the belief that all nurses can be leaders, she and the ACN advocate on behalf of the nursing profession with a commitment to shaping and enhancing healthcare, nurturing future leaders, and providing accredited higher education. "By bringing together thousands of extraordinary nurses from across the country, we build a strong collective voice for nursing and command the respect and recognition our profession deserves," Kylie says.

As CEO, Kylie leads by example—demonstrating powerful leadership, transformative practices, and the empowerment of women. She is responsible for leading the dynamic national body as well as its 85 staff members who support membership, education, policy and advocacy, leadership, scholarships, publications, and events. Internally, Kylie manages ACN's culture and oversees the financial, operational, legal, and moral

decisions of the organization. "As a leader, I work at all levels to mentor and support people, especially women, on their journeys to personal and professional fulfillment," she adds.

Kylie's belief in the importance of connecting, loving, and listening to people underpins everything she does, such as establishing the ACN Foundation, the Policy Summit, Policy Fellows, and other programs, which have helped to build a formidable, reputable, and influential college. As a result of her efforts, Kylie was named *Telstra's 2017 Businesswoman of the Year for Purpose and Social Enterprise in ACT*, she received the *2018 WSU Alumni Award for Professional Excellence*, and she was recently featured in *CEO Magazine*. Prior to joining ACN, Kylie held multiple management and leadership positions within the healthcare sector, including director of nursing, executive director of nursing, academic researcher, policy maker, and reformer. She also ran her own consultancy—Kylie Ward Enterprises—for seven years, in which she worked as a transformational specialist, management consultant, and coach.

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MARC HAVERCROFT

Marc Havercroft is the global chief customer officer for SAP SuccessFactors, American multinational company headquartered in San Francisco, California, providing cloud-based software for human capital management using the Software-as-a-Service model. They are part of SAP AG, the world's largest enterprise cloud company—providing 95% of the top Fortune 500 companies' software that supports 80% of global transactions.

The recent expansion of companies going global has led to cloud-based growth as well as to an increase in startups, which are seeking global leaders like Marc who understand both business and technology. "As a leader of leaders, it's essential to be able to develop and execute market leading strategies, that bring fast growth, and ensure that all stakeholders support my vision of where the business and technology are going," Marc explains.

Marc is ranked in the top 5% globally of new leaders on the catalyst program for SAP and serves as a member the global leadership team for SAP SuccessFactors. He is responsible for comprehensive corporate and customer strategies to maximize customer acquisition, retention, and growth. He is also accountable for driving digital transformation and business model innovation, efficient operations and sales, and people and product strategies.

Marc utilizes his expertise and record of delivery to benefit the company and to help consumers find success via technology. He is at the forefront of SaaS and advanced technologies. As a respected thought leader in the industry, he shares his knowledge through speaking events, media, and advisory boards. Now, as the global chief customer officer for SAP SuccessFactors, he is helping firms worldwide get ahead and stay ahead. "Companies that don't adopt the cloud will not survive. That's not an opinion. That's a fact," Marc says. "We're here to help them adapt and evolve to succeed now and well into the future."



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LANA KRUGER



Boasting over 20 years of experience from some of the world's largest logistics companies, Lana Kruger is a well-known advocate for women's rights and equality as well as a co-author of *Back Yourself*, a book providing advice and inspiration for women working to create their dream businesses & life.

As founder and CEO of the Australia-based Megna Group of Companies, she is one of the few women in the male-dominated industry today. With the goal of providing one-stop, personalized solutions, Lana opened The Megna Group in 2018, which has since won the *2020 AusMumpreneur Silver Multicultural Award* and was named a finalist in five additional categories.

The innovative, end-to-end supply chain provider specializes in e-commerce fulfillment, packaging, and freight for all brands, from startups to global giants, as well as the customization of marketing materials for wholesalers and retailers. "Our people, values, and solutions drive our passion for re-imagining the supply chain for businesses throughout Australia, the U.K., New Zealand, and the U.S.," Lana explains.

With a core focus of creating efficiencies through automation and technology, Megna Group strives to make every process simple and proactive — ultimately adding value to their customer's bottom line. For instance, the company's software automates everything from the shopping cart process to delivery and produces instant "best priced" rates for Megna Group's Carriers, of each online checkout. "Clients are provided the cheapest rates, even if Megna Group doesn't do their fulfillment," notes Lana.

After starting out in the express international freight industry with TNT, Lana went on to hold a variety of leadership positions with freight-forwarding companies such as DB Schenker. Her work experience not only inspired her to reimagine the industry, but to also promote women. "Megna is a combination of my daughter Megan's name and my own," explains Lana, who is well on her way to building a legacy for her family while simultaneously inspiring and empowering women globally.



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KRISTIAN BUTCHER

With over 20 years of experience from numerous high-profile companies, Kristian Butcher has become a powerhouse in the global digitization trend of the construction industry. Applying experience gained which ranges from subcontractor to developer, he has held roles in every spectrum of the field, including large-scale infrastructure projects throughout the Middle East. Most recently, Kristian has taken Australia by storm as CEO of BuildAI, a construction technology start-up headquartered in North Sydney. One of the first companies to use artificial intelligence to improve construction efficiency, BuildAI develops inhouse software solutions addressing the industry's largest pain points. Winning the *2020 AFR Boss Most Innovative Company Award*.

In just two years, Kristian and his team have combined an abundance of AI computer vision research and development with decades of experience in construction and commercial environments. By applying AI, data is harvested and used to facilitate more efficient site administration and process control as well as critical insights and predictive analytics. "When we automate traditionally manual processes, we enable others to build better, safer, and faster," Kristian explains.

An alumnus of The University of New South Wales, Kristian holds a construction management degree as well as an impressive 'boots on the ground' industry background. Working with Tier 1 contractors in Australia's high-rise building sector and traveling the globe to gain firsthand experience, he ultimately realized the industry needed a change. "Construction is a fragmented field requiring a lot of labor-intensive hours, there is poor communication, a lack of data transparency. In addition, many regions also have skilled labor shortages says Kristian. "That's why we wanted to be part of the solution." Those at BuildAI never use technology to replace people's jobs. Instead, AI is used to provide more connected productive work environments and to give employees flexibility they never had, which means more time with their families.



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RICK TAIANO

As a banking and finance executive with over three decades of experience in the global capital markets, Rick Taiano serves as chief operating officer of nabSecurities, LLC, at National Australia Bank, Ltd., a U.S.-regulated broker dealer. He is a capital markets specialist with a personal passion for entrepreneurship and angel investing for small start-ups—and himself the sole owner of two small start-ups. As steward of the firm's New York office, Rick's professional and personal interests meld in his approach to managing the firm's assets and serving its clients. "I have a lot of very deep passions outside of work, and I parlay a lot of experiences from those things into my professional role," he shares.

Rick joined National Australia Bank in 2014, bringing with him strong U.S. and international professional relationships, a diverse background in business and product development, sound credit judgement, and excellent risk management skills, with specialization in project and change management, investor engagement, and technology implementation—with compliance expertise underlying them all. He leads with insight gained as a board member to numerous corporations, including broker/dealer firms, special-purpose financial companies, and universities and nonprofit organizations.

As a COO who wears many hats, Rick draws from this cache of diverse knowledge, skill, and experience as he commands the many moving parts of a demanding role. He manages the firm's capital and liquidity, its small portfolio of assets, and the risk, and he assists with managing compliance and transactions. He is a rotating member of the firm's risk committees, compliance steering committees, and the corporate social responsibility committee. While gracefully juggling the intricate inner workings of the broker dealer, Rick is also responsible for recruiting the firm's summer interns. Something he says is a very exciting responsibility as it cultivates younger staff and gives them the opportunity solidify permanent roles within the Firm. Nothing satisfies him more than given young people an opportunity.



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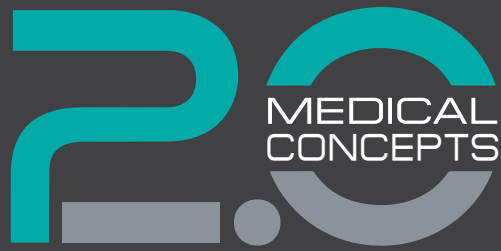
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