

Presenter profiles

<p><i>Martin Rees</i></p>	<p><i>Role: Lead facilitator</i></p>
<p>Age 45</p> <p>Position Partner, KPMG Tasmania</p> <p><i>Qualifications</i></p> <ul style="list-style-type: none"> • Bachelor of Business • Member of the Institute of Chartered Accountants in Australia • Registered Company Auditor • Fellow of Taxation Institute of Australia • Member of the Institute of Management Consultants 	<p><i>Career history and experience</i></p> <ul style="list-style-type: none"> • Joined KPMG 1981, Qualified 1984, Manager 1986, Partner 1989 • Martin has a broad range of skills focusing mainly on providing management and business advice to Tasmania's corporate and public sectors. Earlier in his career, he undertook a number of audits of public and private companies and has more recently had significant experience in preparation of strategic business plans for both the commercial and public sector. • Martin has also been involved in business advisory and insolvency engagements including investigating accountant roles, quick appraisal reviews and conducting a number of ongoing business turnaround assignments in industries. • Martin holds positions as either a Board Member or Board Adviser within both the private and public sector in Tasmania in the following entities: <ul style="list-style-type: none"> - In-tellinc Pty Ltd - EcEnable Pty Ltd - St Lukes Health Insurance Ltd and St Lukes Private Hospital Ltd - Tasmanian Enterprise Workshop Ltd - Vos Nominees Pty Ltd - St Giles Society Ltd
<p><i>Contact details:</i></p> <p>Phone: (03) 6230 4000 (Hobart) or (03) 6337 3737 (Launceston)</p> <p>Fax: (03) 6337 3700</p> <p>Mobile: 0418 132 438</p> <p>Email: mrees@kpmg.com.au</p>	

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<p>Greg Hudson</p>	<p>Role: Lead facilitator</p>
<p>Age 51</p> <p>Position Principal, SCA Marketing</p> <p><i>Qualifications</i></p> <ul style="list-style-type: none"> • Bachelor of Economics • Fellow of the Australian Institute of Company Directors • Fellow and CPM of the Australian Marketing Institute • Associate Fellow of the Australian Institute of Management • Member of the Institute of Management Consultants • Member of the Public Relations Institute of Australia 	<p>Career history and experience</p> <ul style="list-style-type: none"> • Greg started a career with Ford Australia in market research and then merchandising. In 1979, Greg was transferred to Lincoln-Mercury Division in Detroit and then to the California Marketing office based in Los Angeles. On his return to Australia he was appointed national Sales Promotion and Training Manager at Ford Australia. • Greg joined the Tasmanian Department of Tourism as Marketing Manager in 1981. Whilst with Tourism, he was seconded to Transport Tasmania to handle the marketing launch of the Bass Strait vessel, Abel Tasman. • In 1988, Greg joined Tasmania's largest advertising agency and in 1989 was appointed Managing Director of Clemenger Tasmania. He was later appointed to the Board of the national holding company, Clemenger Limited, which is today Australia's largest communications group. • In 1994, Greg was appointed General Manager Marketing of the Hydro Electric Corporation responsible for all aspects of marketing including business forecasting, product development, pricing and related communication and media activities. • In 1996, Greg returned to operating SCA Marketing on a full time basis. The consultancy specialises in high growth organisations with commercialisation and 'go-to-market' advice. Greg has a number of national clients and works closely with some of Tasmania's leading businesses. • He is a director of a number of private companies, a past member of the Financial & Business Services Industry Council and member of the Theatre Royal Management Board and has been a state and national judge and director of the Tasmanian Enterprise Workshop.
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<p>James Robinson</p>	<p>Role: Facilitator</p>
<p>Age 42</p> <p>Position <i>Managing Director, In-tellinc P/L</i></p> <p>Qualifications</p> <ul style="list-style-type: none"> • Bachelor of Business Degree (BBus) • Masters of Business Administration (MBA) from Monash University • Member of the Institute of Chartered Accountants of Australia (CA) 	<p>Career history and experience</p> <ul style="list-style-type: none"> • James is the Managing Director of In-tellinc, responsible for the Company's daily operations and direction. He joined In-tellinc in October 2001 and provides in-depth strategic and commercial expertise gained through more than 10 years in the delivery of IT, corporate finance and general consulting services. • Prior to joining In-tellinc, James was an Executive General Manager of a technology start-up, where he was focused on the creation of value and the building of partnerships and commercial arrangements to deliver the company's strategic vision. • James has also held senior positions at Deloitte Consulting in Australia, where he headed up the ASP and outsourcing practice and IBM Global Services, where he was responsible for mergers & acquisitions and commercial contract arrangements across Australia and New Zealand. • James was a Senior Manager at a specialist corporate finance and management consulting practice for 5 years. During this time he focused across a range of industries in particular manufacturing, wholesale and retail. • James is a member of the Tasmanian Information Technology Industry Council.
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<p>Greg Geason</p>	<p>Role: Facilitator</p>
<p>Age 44</p> <p>Position Barrister and Registered Trade Marks Attorney</p> <p>Qualifications</p> <ul style="list-style-type: none"> • Bachelor of Laws • Member Intellectual Property Society of Australia & New Zealand • Member Bar Association of Australia • Member Law Society of Tasmania <p>Contact details:</p> <p>Phone: (03) 6235 5105 Mobile: 0402 483 987 Email: ggeason@hunthunt.com.au</p>	<p>Career history and experience</p> <ul style="list-style-type: none"> • Greg was admitted to practice in the Supreme Court, Federal Court and High Court of Australia in 1986. He has practiced in the Office of the Director of Public Prosecution focusing on appellate work and regulatory prosecutions, and in private practice as a commercial litigation lawyer and advisor. • Previously a partner in Murdoch Clarke, Greg established his own practice in 2000 to focus on intellectual property law, and to provide specialist advice and trademarks services to Tasmanian business. He has now merged that practice into Page Seager Lawyers, expanding the range of related business services offered. • He provides intellectual property advice to a variety of clients in licensing, copyright, trademarks, patents, confidential information, designs and related rights. He has experience in providing strategic advice for the protection of intellectual property rights, and their enforcement, and in the arbitration of commercial disputes. • As Tasmania's only registered Trade Marks Attorney, he has assisted numerous small businesses in branding, brand-building and related marketing and trade practices issues. He has negotiated resolution of Trademarks disputes between local businesses and international attorneys, and acted for U.S based businesses establishing a local presence. • He has a particular interest in the practical application of principle, and in assisting clients to develop an understanding of intellectual property matters, to enable the development of in-house knowledge and self-sufficiency. • Greg's clients include the TECC, & its Business Development Fund, software developers, furniture designers & educators, Shellfish and aquaculture businesses and Metro Tasmania. He has advised a local stockbroking business in intellectual property issues relating to internet-based financial advising and provides continuing support and advice to of one of the state's largest media & publishing businesses in copyright matters. He advises Metro in the development of its smart ticketing systems and in relation to its business generally.

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<p>Ken Hosking</p>	<p>Role: Facilitator</p>
<p>Age 55</p> <p>Position Principal, Ken Hosking & Associates, Management Consultants</p> <p>Qualifications:</p> <ul style="list-style-type: none"> • Bachelor of Engineering (Hons) (Mech) • Doctor of Philosophy (Mech Eng) • Member Institute of Management consultants • Certified Management Consultant 	<p>Career history and experience</p> <ul style="list-style-type: none"> • After completing his doctorate, Ken worked for two years at the Wool Research Organisation of New Zealand (WRONZ) as a research engineer, specifically involved in the development of new textile processing technology. • In 1977 Ken joined the Melbourne based consultancy, Australian Applied Research Centre, working in the development of a wide range of process and management systems in manufacturing industry. • In 1982, in partnership with a colleague from AARC, Ken established a new consulting practice, General Consulting Pty Ltd. Between 1982 and 1990, this business operated from Melbourne, providing consultancy services to manufacturing companies in relation to product and process design, management system development, quality systems, government funding for company development and business and strategic planning. • In 1990 Ken moved to Tasmania and General Consulting Pty Ltd (trading as Ken Hosking & Associates) continues to undertake similar work to that described above for clients in Tasmania and throughout Australia and New Zealand. Ken has been accredited in a number of Government development programs for industry, including World Competitive Manufacturing, TQM and World Competitive Services. Ken has also gained the qualification of Certified Management Consultant, which is an internationally recognised level of membership of the Institute of Management Consultants.
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<i>Suzi Watral</i>	<i>Role: Facilitator</i>
<p><i>Position Marketing and Communications Consultant</i></p> <p><i>Qualifications</i></p> <ul style="list-style-type: none"> • University of Technology, Sydney – Marketing • Heidelberg University. Germany - German • Kuring-gai College of Advanced Education, Sydney- Education 	<p><i>Career history and experience</i></p> <ul style="list-style-type: none"> • Suzi has over 17 years traditional marketing experience from having worked for blue chip organisations such as Rothschild Australia and Macquarie Bank. • While living in Canada for six years she established a marketing department for a supplier of entertainment equipment and directly contributed to the growth of this company to becoming North America’s third largest. • Since returning to Australia she has specialised in the Internet and the marketing skills required to be successful in this extraordinary medium. As part of the start-up team for E*TRADE Australia, the online stockbroker and The Federal Group’s online casinos, she has many years experience in establishing successful online businesses. • Suzi has undertaken the role as marketing business consultant at In-tellinc for the past four years providing invaluable marketing assistance and mentoring guidance for the states smart ICT companies • She has also managed and mentored marketing graduates in the very successful k2b program for the past 5 years. • An experienced consultant who has worked with many different companies, big and small and government departments including Queensland Health, Shadforth and The Tasmanian Department of Treasury, Department of Education, Barnbougale Dunes, J Boag and Sons and Larks Distillery to name a few. • Suzi’s core competencies are in strategic and tactical marketing, marketing strategy and its implementation, market research, online strategy, web site development, usability research and traditional marketing knowledge.
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