



Capability Statement

“Action without vision is only passing time,
vision without action is merely day dreaming,
but vision with action can change the world.”

Nelson Mandela

Table of Contents

Introduction	3
About Axito	4
Axito Services Suite	5
The Axito Board	10
The Axito Team	11
Detailed Team Profiles	14

Introduction

We are pleased to present this Capability Statement for your consideration.

Axito Pty Ltd is a services organisation offering value to clients through five distinct lines of service:

1. **Grant Funding Services** – identifying relevant government and non-government grants and providing high quality grant writing services.
2. **Strategy & Planning** – comprehensive strategic advisory services, from workshops run by experienced industry leaders to the preparation of detailed business plans.
3. **Capital Raising** – connecting our clients to equity fundraising opportunities to maximise their growth potential. Our services also include the development of information memoranda and pitch decks and pitch coaching services.
4. **Sales Agency** – connecting our clients to complementary businesses and opportunities within their supply chain.
5. **Commercialisation** – providing expert guidance to universities and private clients to evolve their research into commercial products and services.

Since inception, Axito has provided advice and guidance to over 1,000 companies. The members of our diverse team are experts in their field, with global experience across business development, transformation and capitalisation.

The relationship with our clients allows us to leverage our recognised brand for strategic advice and business planning and unlock value for our clients across a range of industries.



About Axito

Axito is a fast-growing professional services organisation with fourteen principal consultants and a wide network of affiliates and industry experts.

Our principal consultants gained their experience through leadership positions at organisations such as **Deloitte, PwC, IBM, Amazon, Atlassian, Saatchi** and **KWM** and by establishing themselves as entrepreneurs in their own right and commercialising locally and globally.

Axito's principal consultants have worked with both industry and government clients across all sectors.

They are **multi-disciplined** with a strong appreciation of, and focus on, the value that can be unlocked for our clients through an **integrated, client-centric, cross-sector** and **cross-discipline approach**.



Axito Services Suite

Grant Funding Services

We search a pool of billions in Government and private funds for grants that align with client business objectives.

We produce a report outlining our recommendations for the key grants that may be applicable to client businesses in their current state, or which may become applicable dependent on the future direction of the business. Our reports include production costings and commission fees to complete an application.

Our team consists of individuals with extensive grant writing experience – those who have written numerous successful grant applications and those who have reviewed applications from the other side of the desk.

Our team strategically supports SMEs to optimise their grant funding for business growth.

Our key team contacts in this segment include:



Pia Turcinov
Director



Sheryl Frame
Principal



Axito Services Suite

Strategy & Planning

Our strategy workshops are facilitated by industry-specific advisors who thoroughly dissect the business over one, full day to uncover high level objectives, opportunities and challenges.

Strategic workshop insights are then transformed into a detailed internal guide for success.

Where clients select to utilise Axito's services for the development of a comprehensive Business Plan, we evaluate the entire business from operations to market analysis to financial forecasting.

Our key team contacts in this segment include:



Glenn Butcher
Director



Monish Paul
Principal



John Grohovaz
Principal



Axito Services Suite

Capital Raising

Axito provides introductions to both institutional and angel investors via our expansive network.

Additionally, we prepare external facing documentation to attract investment. The Information Memorandum is a condensed but compelling, persuasive version of the Business Plan (if available) that employs detail but with brevity to raise capital.

Our Pitch Decks further condense the Information Memorandum into the most salient points for presentation to prospective investors.

Additional services include coaching clients for pitch presentations and investment meetings.

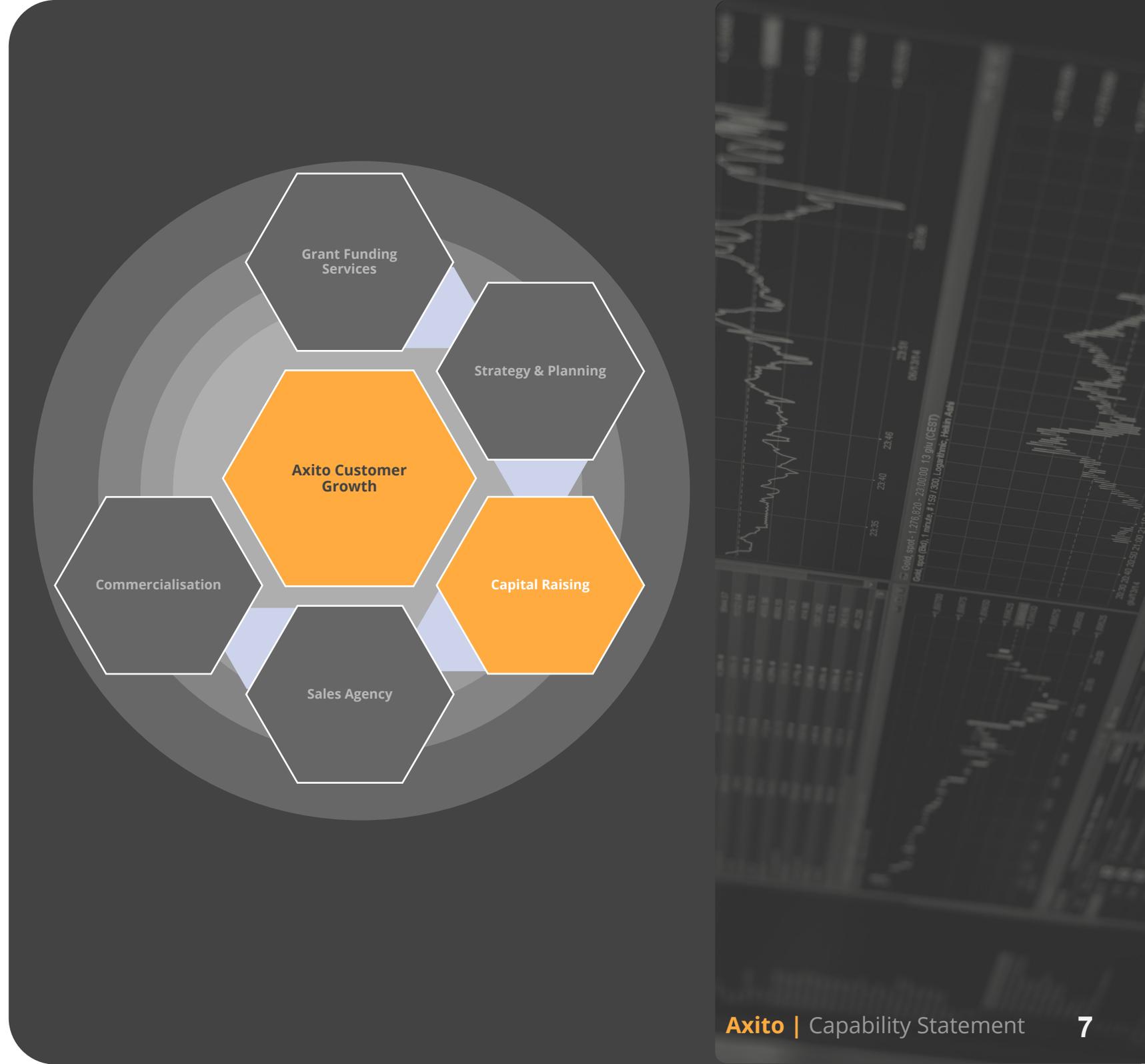
Our key team contacts in this segment include:



Simon Loader
Managing Director



Glenn Butcher
Director



Axito Services Suite

Sales Agency

Drawing on Axito's expansive network of clients, contacts and collaborators, our sales agency services offer our clients the opportunity to connect with key players on either end of their supply chain – whether they be suppliers offering essential components, customers to soak up the supply or other parties who may add value within any part of the service or product delivery spectrum.

Our key team contacts in this segment include:



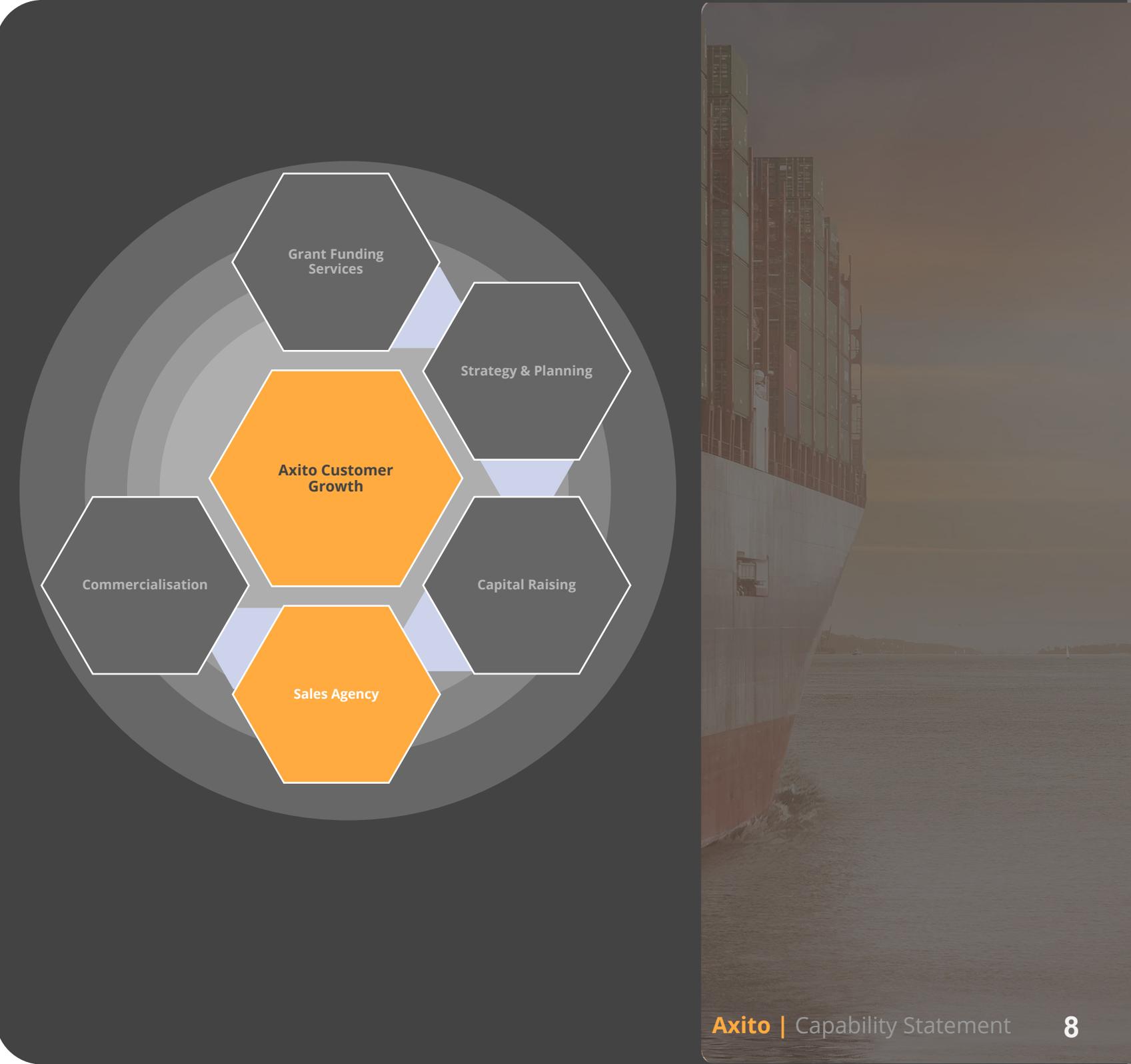
Simon Loader
Managing Director



Bruno Da Prato
Director



Monish Paul
Principal



Axito Services Suite

Commercialisation

Commercialisation considers the conversion of applied research and early stage technologies into revenue generating units of products or services at scale.

Axito have cultivated strong relationships with Western Australia's universities, with agreements forthcoming to evaluate and develop research projects with significant potential for commercialisation.

We also assist clients in the private sector to reach their full commercialisation potential by accessing grant funding programs such as Accelerating Commercialisation and the Research and Development Tax Incentive.

Our key team contacts in this segment include:



Pia Turcinov
Director



Sheryl Frame
Principal



The Axito Board



SIMON LOADER
Managing Director

Simon Loader is an expert in communications who has worked with leading businesses in a wide range of industries.

He has also founded a number of companies including Student Edge, which is Australia's largest student membership platform with over 1.1 million members.

Simon founded Axito in 2012, and his extensive experience in business planning and strategy consulting has secured over \$500 million in government funding for companies.



PIA TURCINOV
LLB. BA. (UNSW) GAICD
Director

Pia Turcinov offers 30 years corporate and commercial experience in the private and public sectors, working across multiple industries including energy, technology, manufacturing, property, consumer goods and professional services.

With qualifications in law, business and corporate governance, Pia is a seasoned advisor to innovators, managers, corporations and policy makers.

She has deep knowledge in leveraging entrepreneurship, commercialisation, economic and supply chain development, alliancing, as well as Industry 4.0 and the digital economy.

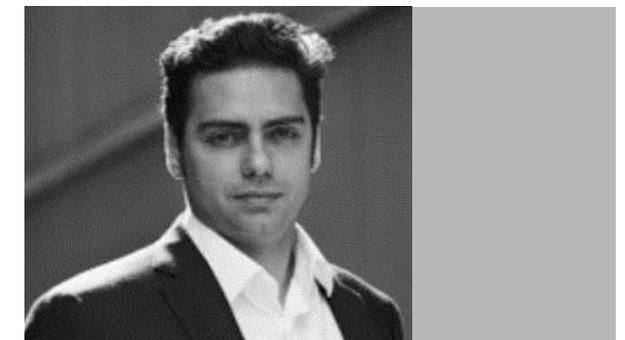


GLENN BUTCHER
Director

Glenn Butcher is a technology company builder with 25 years of experience in senior leadership roles at major companies and organizations.

He is an innovative, action-oriented technology and scale-up company advisor offering over 20 years at the forefront of technology.

Glenn is also currently a venture partner at a high-performance venture capital firm, investor, chair of two companies and director of two more.



BRUNO DA PRATO
Director

Bruno is an accomplished executive and non-executive director and leads his family business to further expand its capabilities within property management, development and construction.

Bruno's earlier career was in law and insolvency before he established a company focused on junior participation in Australian sport. Under his direction, the program models were adopted by a number of top tier franchises.

Bruno is active in the Australian agricultural sector and sits on a number of boards and advisory boards. Bruno is also extensively networked both in Australia and internationally and leads the Western Australian chapter of the YPO network which is a global leadership community of more than 29,000 chief executives in 130 countries.

The Axito Team



IAN THUBRON
M.A. (Cantab.), GAICD
Principal

Ian Thubron is a seasoned business executive and board director with significant experience in Asia and Australia, and an extensive international network.

His career has been in Investment Banking and Communications in London and Asia, partnering with leading companies and global brands such as British Airways, McDonald's, adidas, Apple, BMW, Pfizer, L'Oreal, GE, Qantas, Nestle, Sara Lee, Unilever, VISA, ANZ, Government of Western Australia, D'Orsogna and Good Sammy.

Ian has built a strong track record of driving top-line and bottom-line growth in challenging markets through organic expansion, joint ventures, M&A and digital transformation.



DIANNA VITASOVIC
MA in Leading Innovation & Change
Principal

Dianna is a consultant with diverse industry experience who partners, designs and facilitates organisational design and transformation projects with senior leadership to transition breakthrough innovation.

With qualifications in leading innovation and change, Dianna applies expertise in evidence based, breakthrough thinking methodologies, measuring success and building a sustainable innovative culture for resilient leaders navigating the future of work.



JOHN GROHOVAZ
Bcom (Economics) Advanced Taxation,
CGMA
Principal & CFO

John's expertise in Finance and Commercial spans 30 years across industries such as advanced manufacturing, financial services, advertising, technology, government and professional services.

John has worked with government and industry assisting them to fund and commercialise new products and service. He is known as an innovative thinker, willing to challenge the status quo.

Throughout his career, John has demonstrated a strong track record of driving financial and commercial outcomes and has supported several companies through their financial transformations.



MONISH PAUL
MBA, BBus
Principal

Monish is a senior leader with deep experience in developing and executing business strategy and transformation programs, having worked in executive roles with IBM, Deloitte Touché Tohmatsu, Arthur Andersen and the Australian Public Service.

At IBM and Deloitte, Monish held various leadership positions, including Chief Strategy Officer, National Leader of Industry Groups and Lead Partner for major, multi-year transformation programs at numerous clients in Australia.

His functional expertise lies at the nexus of Strategy and Digital, spanning design, development and execution to transform organisations.

The Axito Team



JOHN ROCK
Chief Operating Officer

John Rock brings his broad strategic business background to his current role of Chief Operating Officer at Axito where he oversees the end to end operations and functions of the business.

John's holds broad based business skills and capabilities in the areas of management, project implementation and business strategy implementation.

He started within a large retail business delivering corporate sales, before branching out into small business across various sectors.

Prior to joining Axito, John was appointed as the WA State Director of Jetts Australia to provide national office support to over 45 businesses and many key stakeholders.



GUY PROVAN
Principal

Guy Provan is an experienced intellectual property lawyer who works with early stage businesses to help commercialise their products and services. His areas of expertise include IP protection and strategy, IP litigation and dispute resolution, IP licensing and general commercial agreements relating to innovation and technology.

Clients include start-ups, SMEs and substantial companies across a diverse range of industries including engineering, IT/software, biotech and advanced manufacturing.

Some of his clients have included Trackem (a former winner of the WA Innovator of the Year Award with its asset tracking software), Lazer Safe (world leader in press brake laser safety systems) and Camco (engineering and manufacturing services).



SHERYL FRAME
Principal

Sheryl has assisted dozens of companies across many industry sectors through start-up to post-commercialisation success.

Sheryl has worked as an advisor to the Accelerating Commercialisation grants program and has helped many companies with capital raising. She has received numerous industry recognition awards, most recently Australian Computer Society's ICT Professional of the Year 2019 and WiTWA's 2020 Inaugural Award.

Sheryl serves on the Ear Science Institute of Australia Research Committee, she is an Ambassador for WiTWA, and for SBE Australia, having served on their boards for 11 and 7 years respectively. She is also a mentor for SBE Australia, Curtin's Ignition Program, ECU's FRANK Program, and Plus 8 and CERI Accelerators.



KEITH MEYER
Principal

Keith Meyer has over 25 years of experience at large corporates to innovative startups, across various industries including financial services, fintech, media/publishing, and consumer packaged goods.

With qualifications in marketing, business strategy, and technology, Keith is an advisor and mentor to Fortune 500 companies as well as startup founders and innovators. As a strategist, he taps into his expertise in customer experience, growth marketing, customer acquisition, branding, negotiations, and startup/business launches in the United States and Australia as well as globally.

Keith was one of the original co-founders of Income&, an award-winning fintech investment platform that raised \$1.6M the first 18 months, and achieved \$2M in sales in two years. At Prosper Marketplace Keith increased conversion rates for online applications, growing the business by 22%.

The Axito Team



BEN BERTHON-JONES

Principal

Ben Berthon-Jones is an experienced Business Development Executive with a strong track record of successful sales and helping businesses grow. Whether Ben is a Board member, Executive or Trusted Advisor he is passionate about helping others succeed and making a difference to our global community.

Senior roles across WA Business News and PwC gave Ben a deep understanding of the levers available to help corporate leaders thrive as well as a keen insight into how a corporate identity is created and nurtured over time.

More recently Ben has led or advised on the creation of several successful startups. Devoted to the global community Ben is a Board member or Advisor to Boards across the NFP and Startup sectors.



ASH MOHEBI

Principal

Ash Mohebi is a Chartered Accountant with qualifications in restructuring and turnaround combined with 15 years' experience in advisory, corporate finance and insolvency.

Ash has led and managed teams on numerous insolvency engagements including voluntary administrations, corporate liquidations and personal bankruptcies.

Ash worked alongside multinational teams within PwC, RSM, FTI Consulting and Axito including professionals hailing from the US, Europe, South Africa, and Asia.

Ash brings his varied experiences to his current role of Principal at Axito. His financial modelling skills include developing three-way forecasts for capital and debt raising, business valuation models, contract pricing evaluations, solvent trading reviews, budgets and many others.

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Team Profiles

Team Profiles



Simon Loader Managing Director

Simon Loader is an expert in communications who has worked with leading businesses in a wide range of industries.

He has also founded a number of companies including Student Edge which is Australia's largest student membership platform with over 1.1 million members.

Simon founded Axito in 2012 and with his extensive experience in business planning and strategy consulting has secured over \$500 million in government funding for companies.

EXPERIENCE

PROFESSIONAL

Advisory/Consulting

- LEADS (2009 – 2013)
- Alyka (2011 – 2013)

Leadership Positions

- Axito (2013 – Present)
- Student Edge (2003 – Present)

Administrative Positions

- Sensis (2007 – 2009)
- Excom Education (2007)
- Alty's Multi Services (2006 – 2007)=

EDUCATIONAL

- Edith Cowan University - Major in Marketing and Management (2005)
- Phoenix Business College - Certificate IV in Business Administration (2003)

OTHERS

- Academic Tutor – University of Western Australia (2019 – Present)
- Coach – Willetton Basketball Association Inc.
- Creator – Sunterra

LEADERSHIP & ENTREPRENEURIAL EXCELLENCE

- Simon understands how to create innovation, having created several startups of his own – crucial element knowledge he utilizes to guide and support new thinking. Finding new business opportunities is in his blood.
- Simon provides mentoring and coaching to businesses and organisations.

DRIVING BUSINESS GROWTH WITH MARKETING POWER

- Simon is an esteemed and well-recognized communications professional offering years of experience and expertise. Throughout his career as a communications professional, Simon has developed and led marketing planning, strategies, marketing project management and campaign implementation for diverse businesses in WA.
- As Director and Marketing Consultant at LEADS for 4 years, Simon leveraged a variety of development strategies and support mechanisms that were instrumental in launching new businesses and improving company's bottom lines through implementation of sound promotional strategies.
- Simon teaches marketing at the University of Western Australia.
- Simon currently works with startups and businesses, strategizing outcomes and developing growth strategies.

HELPING BRANDS BREAK INTO THE DIGITAL WORLD

- Simon's core technical capabilities enabled companies to boost their presence in the digital world through digital marketing including web development for branding, eCommerce, social media setup and management, SEO and pay-per-click advertising campaigns.
- At Alyka, Simon developed online strategies for small to medium enterprises increasing their online engagement, traffic, and profits.
- He continues to leverage his mastery of digital marketing in his advisory and consultancy work in WA.

Team Profiles



Pia Turcinov

L.L.B. BA. (UNSW), GAICD
Director

Pia Turcinov offers 30 years corporate and commercial experience in the private and public sectors, across multiple industries including energy, technology, manufacturing, property, consumer goods and professional services.

With qualifications in law, business and corporate governance, Pia is a seasoned advisor to innovators, managers, corporations and policy makers, with deep knowledge in leveraging entrepreneurship, commercialisation, economic and supply chain development, alliancing, as well as Industry 4.0 and the digital economy.

EXPERIENCE

PROFESSIONAL

Board Positions

- Land Information Authority WA (2020-Present)
- East Metropolitan Health Services (2020-Present)
- Chair, Women in Technology WA (2014-Present)
- Secure Health Chain (2019-Present)
- Axito (2020-Present)
- EPIC KB (2019-Present)
- Stanley International College (2018-2019)
- Regional Development Australia -Perth (2015-18)

Advisory Positions

- University of Western Australia Faculty of Engineering, Computing and Math IAP (2016-Present)
- Springboard Enterprises Australia 2013-Present)
- Edith Cowan University, Centre for Innovative Practice IAP (2016-Present)
- Curtin University Ignition, Atomic Sky, Bloom Labs, iPREP, CORE Hub

EDUCATIONAL

- Graduate, Australian Institute of Company Directors 2016
- Cert IV Workplace Training & Assessment 2004
- Grad Diploma Legal Studies 1991
- Bachelor of Laws (UNSW) 1990
- Bachelor of Arts (UNSW) 1988

CORPORATE GOVERNANCE AND STRATEGY

- As an Australian lawyer Pia has worked with corporate clients in Australia and internationally, including Asia and Europe, advising on corporate and commercial structuring and transactions.
- Areas of expertise include trade practices, intellectual property and commercialisation, governance and compliance, property and technology.
- Pia works with local, state and federal government departments and agencies, industry groups and regional community organisations implementing innovation ideas management systems, strategic plans and business growth initiatives.

DRIVING BUSINESS GROWTH WITH INNOVATION

- As EO of the Innovation Centre of WA Pia designed, developed and delivered comprehensive innovation programs creating a strategic hub for WA, including the integration and outreach into national and global research institutions and industry organisations.
- Commercialisation advice delivered to 1,500+ entrepreneurs and innovators, achieving 100% capacity of the innovation hub Startup Incubator and multiple successful exits post capital raises.
- Experienced strategic advisor enabling the monetization of intellectual property and know-how.

GLOBAL SUPPLY CHAIN ENGAGEMENT

- Co-creator of the Strategic Global Pathways Program, a tailored business support program for entrepreneurs and businesses looking to make connections in overseas markets and expand their commercial footprint into global supply chains.
- Facilitated global businesses partnerships, creating \$30M+ new pipeline revenue unlocking 4 new country markets for participating businesses over 12 months.
- From 2015-2017 Pia consulted into Deloitte, delivering all industry innovation and supply chain activities in WA under the Entrepreneurs' Programme – the Australian Government's flagship \$110M initiative for business competitiveness and productivity at firm level.

INNOVATION POLICY AND INDUSTRY SECTOR GROWTH

- Pia has authored Regional Innovation Agendas, assessed and mapped the innovative and entrepreneurial capacity of regional and industry supply chains, including within the manufacturing, food and agriculture, and resources sectors.
- Facilitated and collaborated on the development of innovation policy initiatives at local and state government levels, including novel approaches to Industry 4.0 and Skills & Work of the Future.

Team Profiles



Glenn Butcher Director

Glenn Butcher is a technology company builder with 25 years of experience in senior leadership at major companies and organizations. He is an innovative, action-oriented technology and scale-up company advisor offering over 20 years at the forefront of technology.

He is also currently a venture partner at a high-performance venture capital firm, investor, chair of two companies and director of two more.

EXPERIENCE

PROFESSIONAL

Advisory/Consulting

- Axito (2020 - Present)
- The Growth Execs (2014-2020)
- Laava (2018 - Present)
- Prospa (2018 - 2020)
- Umano (2019 - Present)
- Epifini (2017 - 2018)

Board Positions

- Axito (2020 - Present)
- Ecocentric (2020 - Present)
- Epifini (Chair, 2018 - Present)
- Mizzen (Chair, 2019 - Present)

Executive Positions

- CP Ventures (2018 - Present)
- Prospa (2018 - 2020)
- Amazon (2014 - 2018)
- Brandscreen (2012 - 2014)
- Atlassian (2008 - 2012)
- Internode (2005 - 2008)

EXECUTIVE EXPERIENCE WORKING AT TOP-TIER COMPANIES

- Glenn has 25 years of experience in senior leadership at Amazon, Atlassian, Prospa, and diverse technology startups in the space of people leadership, strategy, scale-up companies, and massive scale technology.
- During his tenure as an executive in Atlassian's early stage, Glenn led a cultural and technological transformation to make online products its focus, resulting in a 2300% growth in online customers and 90% reduction in gross costs per customer, and a company-wide change to deliver online products first.
- At Amazon, Glenn led a team across three continents, developing massive scale systems with over \$100m USD p.a. budget to create massive scale technology systems. Glenn was one of the founding members of the Australian Amazon engineering group.
- In his role as Venture Partner at a Venture Capital firm, and directly, Glenn has invested in over 30 high-scale companies at an early stage. Highlights include businesses in the field of satellites, GreenTech, AI, BioTech, FinTech, logistics, and marketing, from Seattle to Hong Kong to Perth.

HELPING BRANDS SCALE THROUGH STRATEGIC ADVICE

- Glenn is widely recognised as a trusted strategic partner to businesses, offering invaluable technology insight into growth, global support, 24x7 solutions, product commercialisation, security and compliance.
- His extensive experience in leading company-wide cultural transformation on product delivery, including people management processes, has been instrumental in helping companies and clients through his strategic advisory work. Glenn's deep understanding of technology, people, and scaling companies led him to help startups and companies underpin their growth strategy.
- As a consultant at the recently ASX-listed FinTech Prospa, Glenn championed a company-wide transformation to use technology to underpin products, resulting in the new launch of new product lines beyond the first. Glenn was a trusted advisor to the business, twice holding an interim executive role as Executive General Manager of People & Culture.

DIVERSE PERSPECTIVE

- As a people-oriented technologist, skilled leader and motivator of teams, investor, and advisor, Glenn has a wide range of experience to see around corners into businesses.
- Glenn has led teams and organizations in the delivery of innovative processes, executive and staff recruitment, and organisation restructure.
- He continues to leverage his ability to create high performing and customer-centric technical team cultures in driving business growth and efficiency in various organisations.
- At Internode, Glenn simultaneously led functions as diverse from content marketing to IT security, achieving a 98% customer satisfaction rating and creating a company with a reputation for customer service excellence.

Team Profiles



Ian Thubron
M.A.(Cantab.), GAICD
Principal

Ian Thubron is a seasoned business executive and board director with significant experience in Asia and Australia, and an extensive international network.

His career has been in Investment Banking and Communications in London and Asia, partnering with leading companies and global brands such as British Airways, McDonald's, adidas, Apple, BMW, Pfizer, L'Oreal, GE, Qantas, Nestle, Sara Lee, Unilever, VISA, ANZ, Government of Western Australia, D'Orsogna and Good Sammy.

Ian has built a strong track record of driving top-line and bottom-line growth in challenging markets through organic expansion, joint ventures, M&A and digital transformation.

EXPERIENCE

PROFESSIONAL

Advisory/Consulting

- PERSISTENT Asset Management (2016-Present)
- Marketforce (2019-20)
- Roobix Digital (2014-17)

Board Positions

- D'Orsogna (2017-Present)
- Good Sammy (2017-Present)
- Talisium.com (2017-Present)
- Blue Tree Project (2020-Present)
- Amana Living (2020-Present)
- Tourism WA (2015-2019)

Executive Career

- EVP TBWA Asia Pacific (2004-15)
- President TBWA Greater China (2010-15)

EDUCATIONAL

- Graduate – AICD 2016
- Omnicom University - 2006/7/10
- JP Morgan MFP 6 – 1988
- Masters in History, Cambridge University – 1987

OTHER

- Mentor – Amcom Upstart Programme (2015-6)
- Expert – Australian Government Commercialising Entrepreneurialism (2015-7)
- Member – YPO – (2003-)

UNPARALLELED EXPERIENCE WORKING WITH LEADING BRANDS

- For over 25 years, Ian has worked with leading global brands and companies across multiple commercial and industry sectors.
- Brand experience includes McDonald's, adidas, Apple, BMW, Pfizer, L'Oreal, GE, Qantas, Nestle, Sara Lee, Unilever, VISA, ANZ, Government of Western Australia, D'Orsogna, Good Sammy.
- Sector experience includes Retail, Online services, Travel/Tourism, Hospitality, Agriculture, Auto, Financial Services, Luxury, B2B, Consumer Goods, Technology, FMCG, NFP.

DRIVING BUSINESS GROWTH WITH INNOVATION

- Ian has been widely recognised for a strong track record of developing innovative and progressive growth strategies.
- As President TBWA\Greater China, Ian led a team which grew the business 248% between 2010-2014; as EVP TBWA\Asia Pacific, Ian delivered a growth strategy across the region through M&A, Joint Ventures, organic growth and new offerings.
- Ian now works with leading companies, developing business and brand strategies to underpin their growth.

MAJOR INTERNATIONAL AND CROSS-CULTURAL EXPERIENCE

- From 1991-2015 Ian lived and worked in Hong Kong, Singapore and Shanghai in a variety of operational and management roles.
- He worked across many cultures and markets, building a strong reputation and profile both within his industry and outside.
- He has continued to leverage the power of his international network in his advisory and consultancy work in WA.

HARNESSING DIGITAL FOR GROWTH AND EFFICIENCY

- Ian drove the development of digital services in the companies he led; in developed markets driving 40% of revenue from digital services.
- His skill set lies in the application of technology and digital strategy to driving both growth and efficiency in business.
- Most recently, Ian has assisted D'Orsogna and Tourism WA on Digital Transformation, and worked in Digital Marketing.

Team Profiles



Dianna Vitasovic

Masters in Leading Innovation

Principal

Dianna is a leading management consultant with 34 years of diverse industry experience, who partners, designs and facilitates, organisational design & transformation projects with senior leadership to transition breakthrough innovation.

With qualifications in leading innovation and change, Dianna applies expertise in evidenced based, breakthrough thinking methodologies, measuring success and building a sustainable innovative culture for resilient leaders navigating the future of work.

EXPERIENCE

PROFESSIONAL Advisory/ Speaker

- Public Sector: ITC, Panel 2018
- Advisor Innovation 2010-2015
- Innovation Coach: Across sectors
- Panel: WITWA Tech[+]20 2019
- Pinnacles Innovation Awards, 2014-2020
- ISPIM (Institute of Scientific Innovation Management – Global Scientific Panel Case Reviewer, 2009-2020
- Asia Pacific, Speaker, ISPIM Innovative Cultures, Panel & Research Papers

Qualifications and Credentials

- Masters in Leading Innovation & Change: Leading Breakthrough Innovation, 2014
- Grad Cert: Leading Change 2002
- Grad Cert: Action Learning 1999
- Cert: Human Resources, 1983
- Diploma of Teaching: Business Education 1976
- Lecturer MBA, SHRM, Leadership & OB
- Appreciative Inquiry 2000, 2004
- Open Space Facilitation
- Cognitive Edge: Complexity Tools
- Simplex Innovation – Dr Basadur
- Design Thinking – Design & eLearning
- PRIZM Innovation Breakthrough (2007-2020)
- HBDI Hermann Whole Brain Diagnostic
- CTT Barrett Values Diagnostic: Culture
- Hogan Personality Inventory (HPI)
- Human Synergistics – LSI (OCI): Culture
- Leadership Maturity Framework (LMF)
- MBTI: Personality Assessment
- Member: Positive Psychology
- CIDQ: research Decision Quality
- Master ILP: Institute for Learning

TRANSFORMATIONAL CHANGE & INNOVATION

- Dianna consults with Australian and International Asia Pacific organisations, across extensive industry sectors, advising on strategic design for transformations, organisational design, execution and innovative culture engagement of Senior Leadership.
- Dianna presented to the Bhutanese Government on the Future of Australian Government. She co-designed and facilitated a program for specialist OD practitioners leading the Second Reform Transformation across the nation.
- University OD project, designed an international service delivery project with a 3-year time horizon, implemented in 3 months due to travel bans as SARS evolved.

BUILDING LEADERSHIP TEAMS FOR BREAKTHROUGH INNOVATION

- From 2007-2019 Dianna designed and developed many Top Talent programs for public and public sector organisations in Asia, with a focus on improving the decision quality, engagement and accelerating leadership delivering strategic innovation projects.
- Dianna is recognised for her expertise in building strategic leadership practices during complex transformations. Her work developing an Integrated Thinking Programs, for Perth Airport division building leadership capability for leading integrated projects.
- Designed and facilitated the Alcoa Global Talent Leadership Program, challenging leaders innovative thinking in their design and leadership of strategic innovation projects. This culminated in a USA Pitch competition, resulting in saving of \$37m over 18 months.
- In 2018, trained 160 staff in Design Thinking and eLearning, real world challenge projects, with 94% measure of post workshop application.
- Co-designed 12 regional strategic integrated Public Sector, thinking teams delivering cultural shifts, 'Seal Team' Self Directed Leadership Behaviours, accelerating strategic results with 12 projects and changing the lives of community outcomes in 2 years.

GROUP COACHING & ACTION LEARNING

- Group Coaching, 120 Asia Pacific Talent Team, involved in the energy sector transformation projects during, 2018-2019.
- Co-designed 12 Action Learning Government Projects across 12 regions that resulted in accelerating the Strategic Initiatives for innovation within 2 years.

Team Profiles



John Grohovaz (BComm, CGMA) Principal & CFO

John's expertise in Finance and Commercial spans 30 years across industries such as advanced manufacturing, financial services, advertising, technology, government and professional services.

John has worked with government and industry assisting them to fund and commercialise new products and services and is known as an innovative thinker, willing to challenge the status quo.

His career has taken him across the globe to the USA, Nigeria, South Africa, Singapore, China, Australia, United Kingdom, Italy, Spain, Canada, France and Germany.

EXPERIENCE

PROFESSIONAL

Advisory/Consulting

- Global Investment and Innovation Incentives
- Restructuring & Commercial Negotiations
- Project Management
- Business management systems transformation projects

Board Positions

- EPIC KB Pty Ltd t/a The Spark KB
- Dreamfit Foundation

Executive Career

- Principal Consultant & CFO, Axito Pty Ltd
- Director, Strategic Global Pathways Pty Ltd
- Director, EMJ Consulting Pty Ltd
- Partner, Deloitte,
- Director, PwC
- Group Manager - Vix ERG
- Group Manager – Leagas Delaney

EDUCATIONAL

- BComm, Economics, University of Cape Town
- Post Graduate Diploma in Tax (University of South Africa)

Professional Body

- Chartered Institute of Management Accountants

EXPERIENCE IN COMMERCIAL AND FINANCIAL TRANSFORMATION

- John has strategically advised businesses, providing financial and commercial support and management consulting services including commercial restructuring advice.
- As Deloitte Partner for global investment and innovation incentives, John lead innovation for WA business by sourcing funding through government grants programs for significant infrastructure projects.
- In the technology sector, John led the financial and commercial negotiations and project finance management for the implementation of mass transit projects which required significant stakeholder engagement and management across both private and government stakeholders in the transport sector given the significant socio political and economic impact of these projects.

ADVISING GOVERNMENT AND INDUSTRY

- John as provided finance and commercial advice and services to governments across various geographies delivering major projects with a combined total value in excess of \$1 Billion.
- John has provided finance and commercial advice at both the management and executive level to industry including companies in the motor manufacturing, technology and advertising sector.
- John commenced his career as an advisor to the South African government providing commercial and financial support to the economic development for the Western Cape region and has led numerous negotiations with and on behalf of government agencies globally.

INTERNATIONAL AND CROSS-CULTURAL EXPERIENCE

- John has significant global experience having work across government and industry in numerous countries around the world including UK, USA, Canada, Africa, China, Singapore and Australia.
- John continues to support clients in both industry and government to access new markets and commercial opportunities by leveraging his international networks.

Team Profiles



Monish Paul

MBA, BBus
Principal

Monish is a senior leader with deep experience in developing and executing business strategy and transformation programs, having worked in executive roles with IBM, Deloitte Touché Tohmatsu, Arthur Andersen and the Australian Public Service.

At IBM and Deloitte, Monish has held various leadership positions including Chief Strategy Officer, National Leader of Industry Groups and Lead Partner for major, multi-year transformation programs at numerous clients in Australia.

Monish was recognised as one of Deloitte's most innovative and successful Partners, having been peer-voted in the top 5% of Partners nationally.

EXPERIENCE

Executive Career/ Advisory/Consulting

- Lead Partner, Digital Strategy, IBM 2016 – 2020
- Partner and Chief Strategy Officer, Deloitte Consulting, 2002 – 2016
- Director, Arthur Andersen Business Consulting, 2000 -2002
- Trade and Investment, Director, WA Department of Commerce and Trade, 1994 – 2000
- Manager, Australian Trade Commission, 1987 – 1994

Board Positions

- Board Member, Landgate, Government of WA 2017-Present
- Trustee, Temple of Fine Arts WA 2005 – Present
- Board Members, Spare Parts Theatre WA, 2015 – 2016

EDUCATIONAL

- Bachelor of Business, Curtin University of Technology, 1987
- MBA, University of Western Australia, 1995
- Company Directors Course, Australian Institute of Company Directors. 2012
- Executive Education, Strategy, Harvard Business School, 2018

DEEP EXPERIENCE IN SHAPING AND EXECUTING TRANSFORMATION PROGRAMS

- For over 22 years, Monish has advised large organisations in both the public and private sector undergoing transformation. His deep and successful experience has been driven by a focus on multiple dimensions of transformation, including Human Capital (Organisation Design, Change Management and Talent), Process, Technology, and Governance.
- His clients include Vodafone NZ, Telstra, Rio Tinto, Westpac Banking Corporation, Bendigo and Adelaide Bank, to name a few.
- Monish understands the dynamics of working in complex change programs, and has honed his skills in managing diverse interests and the sometimes competing objectives of all the stakeholders.

ADVISING GOVERNMENT AND GOVERNMENT TRADING ENTERPRISES

- Monish has advised government and government trading enterprises for a significant part of his career.
- He was recently appointed as an adviser to the WA government's taskforce established for the successful partial commercialisation of Land Registry Services to a consortium led by Macquarie Bank.
- He has also advised several government-controlled power and water utility companies in Australia.

INTERNATIONAL TRADE AND CROSS-CULTURAL EXPERIENCE

- For the first 12 years of his career, Monish worked as a senior government representative for Australian companies in Asia. His experience spans Indonesia, Malaysia, India and Singapore.
- Monish was also a Director for WA's sister-state relationship with East Java, with an office in Surabaya. He has a thorough familiarity and respect for working in Indonesia.
- He has continued to leverage the power of his international network in his advisory and consultancy work in WA.

Team Profiles



John Rock Chief Operating Officer

John Rock brings his broad strategic business background to his current role of Chief Operating Officer at Axito where he oversees the end to end operations and functions of the business.

John's holds broad based business skills and capabilities in the areas of management, project implementation and business strategy implementation.

He started within a large retail business delivering corporate sales, before branching out into small business across various sectors.

Prior to joining Axito, John was appointed as the WA State Director of Jetts Australia to provide national office support to over 45 businesses and many key stakeholders.

EXPERIENCE

PROFESSIONAL

Business Management

- Axito (2019-present)
- Jetts Fitness (2015-19)
- Rockstar Holdings (2014-16)
- Rockstar Fitness (2013-Present)
- Patorocks (2009-13)
- GolfBox (2000-04)

EDUCATIONAL

Qualifications

- Bachelor of Arts (Rec), Edith Cowan University – 1995
- AAMC (Cert 4 in Finance and Mortgage Broking)
- Scope Training (Cert 4 in Training and Assessment)

EXPERTISE AT DELIVERING PROGRAMS

- John has delivered many innovative technical and operational solutions and programs utilising best practice.
- John has overseen the roll out of a new generation of design and software platform incorporating customer loyalty across the network, maintaining the customer experience at the forefront.
- With any project, John always asks how we can deliver it better. Better to our people, better to our customers and better to our stakeholders.

BEST PRACTICE IMPLEMENTATION

- John's broad experience has enabled him to gain insight into innovative best practice procedures.
- In alignment with organisational policies and practices, innovative solutions enable a problem-solving attitude to delivery that exceeds standards
- Performance of operational strategies through the utilisation of technologies and innovations, has allowed significant resource savings across many business facets.

STRATEGIC PLANNING

- John's ability to foresee project obstacles, and potential problems, enables clear and concise strategic planning.
- He often is positioned as the joining point between many business functions enabling organisational efficiency.
- Communication with and understanding of all parties of the business, assists Johns ability to bring strategic plans to fruition on time and on budget highlighting a performance-based objective.

TEAM LEADERSHIP

- Through connection to all Teams, John has an innate ability drive performance uplifts and maintain high quality execution.
- John demonstrates strong communication skills to engage with teams to increase operating efficiently and cohesively.

Team Profiles



Guy Provan
L.L.B. (Hons), DipLP
Principal

Guy Provan is a lawyer with more than 30 years' experience in the field of intellectual property and technology law. His areas of practice include:

- intellectual property litigation and dispute resolution, particularly in the Australian Federal Court jurisdiction, involving patent, design, copyright and trademark proceedings;
- technology licensing and commercialisation; and
- IT contracts, including software and SaaS licensing.

Clients include start-ups, SMEs and substantial companies across a diverse range of industries including engineering, IT/software, mining and advanced manufacturing.

EXPERIENCE

PROFESSIONAL

Legal Experience

- IP litigation and dispute resolution
- IP commercialisation
- IP strategy and advice

Career

- Principal – Axito
- Principal – Provan Legal
- Director – Wrays
- Director – Watermark IP Lawyers
- Senior Associate – Freehills
- Lawyer – Bristows (London)
- Lawyer – Burness Paull (Edinburgh)

EDUCATIONAL

Qualifications

- LLB (Hons) - Edinburgh
- Diploma in Legal Practice - Edinburgh
- Admitted as a Lawyer in Scotland (1987)
- Admitted as a Lawyer in Western Australia (1992)
- Barrister and Solicitor

Affiliations

- Legal Practice Board of Western Australia
- Law Society of Western Australia

EXPERIENCED IN LEGAL ACTIONS & COMMERCIAL AGREEMENTS

- Represented clients in Federal Court of Australia proceedings involving patent infringement and validity, copyright and trademarks.
- Enforcement of intellectual property rights, including letters of demand and settlement agreements.
- Responding to allegations of intellectual property infringement and IP risk management.
- Preparing and negotiating commercial agreements relating to IP, including licences, joint ventures and collaboration agreements.
- Setting up contractual documentation for clients working in the fields of software, SaaS and online platforms.
- Reviewing agreements and terms and conditions for the supply of products and services.

STRATEGIC ADVICE BACKED BY LEGAL ACUMEN

- Advising on IP ownership and commercialisation issues.
- Development of IP strategies, including advice on patent and trademark portfolios.
- IP risk management involving patent searching and review to assess risks of infringing third party rights.

DIVERSE EXPERIENCES

- Guy has worked closely with a number of start-up companies embedded as a legal advisor, experiencing first-hand the ups and downs of life in a startup.
- He has seen the nature of agreements in the IT/software arena evolve over time as technologies and ways of doing business develop.
- Working in both large law firms and for his own legal practice he has experienced the many different ways, good and bad, in which legal services can be delivered.
- Some of his clients have included Trackem (a former winner of the WA Innovator of the Year Award with its asset tracking software), Lazer Safe (world leader in press brake laser safety systems) and Camco (engineering and manufacturing services).

Team Profiles



SHERYL FRAME Principal

Sheryl Frame demonstrates exceptional and progressive leadership over many years, in both the corporate and startup sectors, including as CEO of Clavko, to GM of a public listed company in the health and bio-technology sector and having started four IT related companies, from South Africa to Australia. Sheryl sits on the Research Committee of the Ear Science Institute of Australia, and is an Ambassador for both SBE Australia and Women in Technology WA. As a Founding Director of Startup WA, Sheryl was instrumental in bringing a then fragmented innovation eco system together and lobbying state government and investors for support.

Sheryl is highly respected trailblazer and entrepreneur demonstrating 10 years as Commercialisation Advisor, Accelerating Commercialisation, Grant Advisor and Mentor, mentoring founders and established companies with new technologies through tough challenges of commercialising new IP, including assistance with obtaining investor funding.

EXPERIENCE

PROFESSIONAL

Board Positions

- Research Committee, Ear Science Institute of Australia
- Board Member – SpringBoard (Int)
- Enterprise Australia 2014 – present
- Founding Director, Startup WA

Advisory Positions & Membership

- Aambassador- WITWA 2018 – present
- Member, PHISC (Private HealthCare Industry Standards Committee)
- Member, EDI Steering Committee –UK and South Africa.
- Committee Member - WITWA (Women in Technology, WA) 2006- 2018
- Committee Member, Research Committee, Ear Science Institute of Australia June 2019 – present
- Vice President – AWISE (Australian Women in IT, Science and Engineering) 2008 – 2012
- Curtin’s Ignition Program Mentor 2020, 2019, 2018, 2017, 2016, 2015

EDUCATIONAL

- Physiotherapy: University of Witwatersrand (Wits), S.Africa
- Graduate, Advanced Marketing, La Hulpe

Judging Specialist

- Start-up weekends in Perth since 2012
- Health Hackathon 2015 - 2017
- Founders Institute 2016 and 2015
- Innovator of the Year 2014, 2013, 2012, 2011
- WAiTTA awards 2012, 2013, 2015, 2016, 2017, 2017, 2019
- Innovation Vouchers (State Government) 2020

Awards

- 20in20 Winner at WITWA’s 2018
- Australia’s ICT Professional of the Year 2019 by Australian Computer Society

STRATEGY, TECHNOLOGY & COMMERCIALISATION

- Sheryl is an expert Commercialisation Advisor for Accelerating Commercialisation since 2011. As Founding Director of Startup WA, with experience across public and private sector, across multiple industries, she advises companies on their strategies and plans around innovation from concept to commercialization and then to international scale.
- Sheryl advises SMEs developing business strategies to underpin their growth and develop operational leadership to realize growth potential. Through her networks she has secured growth & funding for over 50 companies across many different industries
- Highly skilled at understanding clients commercial growth needs advising on their business model to optimise growth.
- In the technology sector, areas of expertise include healthcare, medical, biotech, construction, IT and manufacturing sectors.

BUSINESS INNOVATION LEADERSHIP

- Sheryl is highly respected trailblazer and entrepreneur demonstrating 10 years in building long term relationships with businesses while as Commercialisation Advisor, Accelerating Commercialisation, Grant Advisor, Mentoring founders and established companies through tough challenges of commercialising new IP.
- Startup Incubator and multiple successful exits post capital raises
- ProMed, a company specializing in and end-to end solution for Radiologists, was founded by Sheryl, and sold to Dimension Data.
- During her tenure as GM at Clayko, Sheryl led a specialist document company to be a Microsoft Gold Partner, analysing the viability of investment, investment partners, and SharePoint alliances. Defined business strategy with results to negotiate strategic partnerships and services, to secure agreement and a company-wide change for a rollout of systems integration with Microsoft products to deliver online products.
- Director & Consultant, Healthcare & IT Services (equity partner) to Express Rx, Involved in the design and patent of new Biometric machine (IM released March 5th 2009) for dispensing of prescription medication anywhere, anytime, which is it pharmacy what ATM’s are to banking. Sheryl was also responsible for the capital raising and system design.
- Contracted to Medinexus Pty Limited, as Manager, West Coast Operations, Sheryl had a national responsibility for product design and Marketing. company was later sold to Telstra.

GRANTS & LONG TERM ADVISORY RELATIONSHIPS

- Mentors grant applicants and conducts due diligence on grant applicants for the Federal Government., achieving high grant approval ratings her applicants.
- Through her extensive business networks Sheryl matches business introductions to secure funding and leverage business connections.
- Extensive working relationships with innovation initiatives in WA across state, Startups, accelerators, incubators, investors and angel groups.
- Sheryl mentors founders to think and act strategically with planning as a mantra; planning that includes progressive initiatives in leadership, diversity, mentoring and inspiration, innovation and more, all of which succeed because of her thoroughness in defining foresight and vision into their strategies.

Team Profiles



Keith Meyer Principal

Keith Meyer has over 25 years of experience at large corporates to innovative startups, across various industries including financial services, fintech, media/publishing, and consumer packaged goods.

With qualifications in marketing, business strategy, and technology, Keith is an advisor and mentor to Fortune 500 companies as well as startup founders and innovators. As a strategist, he taps into his expertise in customer experience, growth marketing, customer acquisition, branding, negotiations, and startup/business launches in the United States and Australia as well as globally.

Keith was one of the original co-founders of Income&, an award-winning fintech investment platform that raised \$1.6M the first 18 months, and achieved \$2M in sales in two years. At Prosper Marketplace Keith increased conversion rates for online applications, growing the business by 22%.

EXPERIENCE

PROFESSIONAL

Corporates

- Head of Customer Experience, MyWealth, CBA (2012-14)
- Marketing Consultant, Charles Schwab (2007-09)
- Marketing Director, Visa (2003-07)
- Marketing Director, Wells Fargo (2000-01)
- Market Development Manager, AAA (1996-99)
- Region Brand Manager, Sunkist (1993-96)

Startups

- Co-Founder and Acting CMO, Sierra Lending (2018-present) *Fintech*
- Co-Founder and CMO, Income& (2014-19) *Fintech*
- VP Marketing, The Bay Citizen (2011-12) *Local News Non-Profit*
- Head of Marketing, Prosper (2009-11) *Fintech*

EDUCATIONAL

Qualifications

- Global MBA, Thunderbird Graduate School of Global Business
- B.S. Business Administration (Marketing/Decision Sciences), Miami University of Ohio

BUSINESS STRATEGY

- Keith has experience with large corporates to startups in the United States, Australia, Asia, and globally.
- Areas of expertise include global and domestic Business Strategy, Marketing/CX Strategy, branding, customer experience, marketing communications, startup launch consulting, and technology.
- He works with startups to large corporates to grow their business to the next level, including new startups from ideation to launch and subsequent growth phases.

CORPORATE GROWTH AND INNOVATION

- As head of the Sunkist brand in Asia, Keith launched Sunkist soft drinks in Japan and Sunkist Premium juices in Hong Kong.
- He launched AAA insurance products to several western U.S states, exceeding initial projections by over 100%.
- His rebranding and launch of Wells Fargo Home Equity products in the U.S. exceeded forecast by 200%.
- At Visa he doubled bank usage of key Visa Business marketing programs, deepening relationships with key partners.
- Keith developed new brand architecture across several key brands at Charles Schwab.

STARTUPS: LAUNCH TO GROWTH

- Keith was one of the original co-founders of Income&, an award-winning fintech investment platform that raised \$1.6M the first 18 months, and achieved \$2M in sales in two years.
- At Prosper Marketplace Keith increased conversion rates for online applications, growing the business by 22%.
- His marketing strategy increased awareness and drove readership at The Bay Citizen. In 8 months, he grew site traffic by 100%, quadrupled Facebook Likes, and tripled Twitter followers.
- He launched new or revised brands at Prosper, The Bay Citizen, Income& and Sierra Lending

Team Profiles



Ben Berthon-Jones Principal

Ben Berthon-Jones is an experienced Business Development Executive with a strong track record of successful sales and helping businesses grow. Whether Ben is a Board member, Executive or Trusted Advisor he is passionate about helping others succeed and making a difference to our global community.

Senior roles across WA Business News and PwC gave Ben a deep understanding of the levers available to help corporate leaders thrive as well as a keen insight into how a corporate identity is created and nurtured over time.

More recently Ben has led or advised on the creation of several successful startups.

Devoted to the global community Ben is a Board member or Advisor to Boards across the NFP and Startup sectors.

EXPERIENCE

PROFESSIONAL

Advisory/Consulting

- Axito (2019-Present)
- Strategic Global Pathways (2019-20)
- RPH Medical Foundation (2017-Present)

Board Positions

- Ascend (2019-Present)
- Bruno Health Care (2019-Present)
- Kalparrin (2018-Present)

Executive Career

- OnContractor (2017-19)
- PwC (2011-17)
- WA Business News (2006-11)

EDUCATIONAL

Qualifications

- BCom (Marketing/Commercial Law), 1998-2001

VAST EXPERIENCE WITH LEADING COMPANIES

- For over 15 years, Ben has worked with leading brands and companies across multiple commercial and industry sectors.
- Brand experience includes PwC, RSM, British American Tobacco, St Vincent de Paul, UGL/Cimic Group, WA Business News, HSBC Commercial Banking & Watpac.
- Sector experience includes, Professional Services, Media, Recruitment, Financial Services, B2B, Consumer Goods, Technology, Start-ups, NFP.

SOURCING OPPORTUNITY THROUGH INNOVATION

- Ben has been widely recognised for a strong track record of developing innovative and progressive growth strategies.
- At PwC Ben played an early role in the creation of PwC Align, a world first for PwC in which the firm brings new technology to clients through partnering with start-ups.
- Ben now works with Start-ups, SME's and Investors, developing business and brand strategies to underpin their growth.

DEEP EXPERTISE IN SALES STRATEGY

- From 2006 onwards Ben has generated extensive revenue through relationships with the top end of town across many different sectors.
- At OnContractor Ben leveraged his networks and expertise to enable a start up with minimal revenue to become a preferred supplier to PwC and UGL generating millions in ongoing revenue.
- As a sales lead for Tax at PwC Ben generated over \$20m in firm revenue and assisted the growth of over 100 clients.

SEASONED COMMERCIAL ADVISOR

- Ben focuses on interconnectivity and sustainable practice in every client engagement.
- His skill set lies in bringing complementary people, resources and ideas to the table that would otherwise be missed.
- Recently Ben has worked with numerous businesses to manage cash flow through Covid-19 and beyond. Focusing on business improvement and grant assistance Ben specializes in innovative funding strategies.

Team Profiles



Ash Mohebi Principal

Ash Mohebi is a Chartered Accountant with qualifications in restructuring and turnaround combined with 15 years' experience in advisory, corporate finance and insolvency.

Ash has led and managed teams on numerous insolvency engagements including voluntary administrations, corporate liquidations and personal bankruptcies.

Ash worked alongside multinational teams within PwC, RSM, FTI Consulting and Axito including professionals hailing from the US, Europe, South Africa, and Asia.

Ash brings his varied experiences to his current role of Principal at Axito. His financial modelling skills include developing three-way forecasts for capital and debt raising, business valuation models, contract pricing evaluations, solvent trading reviews, budgets and many others.

EXPERIENCE

PROFESSIONAL

Advisory/Consulting

- Axito (2019-present)
- JBC Corporate (2017-19)
- FTI Consulting (2015-17)
- Edith Cowan University (2013-15)
- RSM (2010-13)
- Baha'i World Centre (2008-10)
- PwC (2006-08)
- AASB (2005)

EDUCATIONAL

Qualifications

- Australian Restructuring, Insolvency and Turnaround Association (Grad Cert in Restructuring) – ARITA 2018
- Chartered Accountant – CAANZ 2012
- Bachelor of Commerce (Accounting & Finance) with Honours, University of Western Australia – 2004

EXPERTISE AT BOTH ENDS OF THE INSOLVENCY SPECTRUM

- Ash has led and managed teams on numerous insolvency engagements from voluntary administrations to corporate liquidations to personal bankruptcies.
- Armed with knowledge gained in the legislative and procedural workings of the insolvency system, Ash has offered clients strategic restructuring pathways toward solvent operations, from recovery plans, to guidance through Deed of Company Arrangement (DOCA) scenarios.
- Ash has forged strong networks in this industry with experts in law, asset valuations and advisory.

IMPACTING BUSINESS DECISIONS WITH FINANCIAL MODELLING

- Over the course of his career, Ash has been called upon for his financial modelling skills to assist clients with key decisions and actions, including the development of three-way forecasts for capital and debt raising, business valuation models, contract pricing evaluations, insolvent trading reviews, budgets and many others.
- Comprehensive forecasts are currently helping our clients to raise \$10 million in equity funding.

INTERNATIONAL AND CROSS CULTURAL EXPERIENCE

- From 2008-2010 Ash lived and worked in Israel, overseeing the budgets of a number of internal units of his host organisation, including facilities management, security, staff accommodation and construction.
- Ash worked alongside a multinational team including professionals hailing from the US, UK, France, South Africa, Malaysia and the Philippines.
- Ash was part of a team negotiating the organisation's fuel procurement for its fleet of over 100 vehicles with two of Israel's largest fuel retailers.

STRATEGY AND GRANTS

- Ash has provided clients with hundreds of grant opportunities in tandem with detailed business evaluations, savvy strategic advice and strong grant writing capabilities.
- In the past 12 months, Ash has assisted clients to apply for almost \$3 million in grant funding.



www.axito.com.au/

info@axito.com.au