

2009

MARKET

connections

FORUM

Monday 23rd March, 2009 | Grand Hyatt Melbourne

CAN YOU TAKE ADVANTAGE OF A DOWNTURN?

3.30pm Afternoon Tea

4.00pm Welcome | **Warwick Broxom**, Executive Director, Commercial Operations, Telstra Wholesale

4.10pm A difficult environment but not all doom and gloom | **Tony Pearson**, Managing Director, Futurenomics Pty Ltd
Tony will share his extensive in-depth knowledge of the current financial scene and provide insight into how this will affect the Australian market. He will shed some light on where the opportunities lie so you can take advantage of the downturn.

5.00pm Leading through a downturn | **Craig Mudge**, Managing Partner, Pacific Challenge
Research shows that the impact of good strategy can be greater during a recession, when many competitors are either distracted or hibernating. Craig will share his experiences on how good companies innovate in a downturn to get ahead of the curve, to emerge much stronger.

6.00pm Drinks and Networking (partners arrive)

6.30pm Dinner

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tony pearson has extensive experience speaking on economic issues across Europe, Asia, US and Australia. Tony began his career with Australia's central bank, the Reserve Bank of Australia, and over 17 years worked in economic research, market operations, international, and including a year in London as European Representative. In 1997 Tony joined National Australia Bank and enjoyed seven years as Global Head of Economics in the Markets Division. Tony joined ANZ as Head of Australian Economics in April 2005 and was promoted to Deputy Chief Economist in April 2008. In January 2009 he established his own economics consultancy. Tony is co author of a book on International Financial Markets which is recommended by the Australian Bankers Association and formerly had his own economics commentary slot on Channel 7's Sunrise program, appropriately titled the Pearson Report.



TELSTRA WHOLESALE - 2009 MARKET *connections* FORUM

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dr. craig mudge, former Director of the Computer Science Lab at the legendary Xerox PARC, is Managing Partner of Pacific Challenge, an industry consultancy in its tenth year operating in Silicon Valley and Australia. Mudge builds on his experience as a technologist and technology executive in the United States, Asia, Europe, and Australia to partner with clients, both startups and established corporations, in product strategy and capability building for growth through innovation, as described at www.pacific-challenge.com/practice.html



Mudge has recently returned to Australia after ten years in Silicon Valley, initially with PARC, the source of many technologies that are commonplace today, such as the laser printer, Ethernet, and the point-and-click windows interface. In the mid-nineties, he nurtured the next generation Internet Protocol, IPv6, and other PARC innovations, and then founded Pacific Challenge.

He has worked with seventy startups in the computer, networking, and IT industries as board member, CEO pro tem, advisor, investor, or advisory board member. Most have been in Silicon Valley. In markets, they range over telecommunications, software, Internet, medical devices, wireless, payments, semiconductors, life-sciences, e-commerce, security, financial services.

Corporate clients have been either big users of IT or creators of IT, such as Citibank in New York, AT&T Labs in New Jersey, IBM in New York, First Data in Silicon Valley, Visa in San Francisco, Elders in Adelaide, NICTA, Thales and AMP in Sydney, DSTO in Adelaide, Jade in New Zealand, ICM Agribusiness in Melbourne, and CommerceNet in the U.S.

His current network in the US is in the high-tech industry: venture capital, research labs (corporate labs at Microsoft, SAP, HP, IBM, and Xerox PARC) and colleagues at Berkeley, Stanford, and Google. In Australia his network embraces venture capital, research labs, including CSIRO, and National ICT Australia (NICTA), where he was a member of the International Business Advisory Group from the first days (2003), and the Australian American Leadership Dialogue. A major focus at the moment is value from cloud computing – for business, government, and eScience – where he is leading a Working Group on cloud computing at peta-scale in the Academy of Technological Science and Engineering

Acquisitions of spinoffs and licensing deals from Craig's labs total \$500 million. He was a computer designer, including VAX, at DEC (now HP) in Boston and founded and led micro-chip research at CSIRO. He co-authored "Computer Engineering" with Gordon Bell, has published over sixty papers, and holds six patents. He has held faculty positions at Caltech, Carnegie Mellon University, Flinders University, and Macquarie University. Mudge holds a Ph.D. in computer science from the University of North Carolina at Chapel Hill and an undergraduate degree in mathematics, statistics, and economics from the ANU. His formal management education occurred at the AGSM and Harvard Business School.

Craig was CEO of Austek Microsystems, a semiconductor company he founded on a breakthrough design technology developed at CSIRO in Adelaide. He raised \$US 6.7 million to start the company and grew it to \$24 million in revenues, and profitability, from logic chips including signal processing chips and the world's first single-chip cache. Austek provided the engineering skill base for subsequent Australian chip firms such as Radiata, Lake DSP, and G2Microsystems.

In venture capital, Craig is an advisor to Peninsula Equity Partners, a venture capital firm investing in life sciences and information technology, and a member of Mohr Davidow's Entrepreneurs' Network Fund.

In 2006 the new Macquarie Institute for Innovation, which he founded at Macquarie University as Professor of Innovation, gave its first classes in entrepreneurship and the management on innovation across life sciences, computer technology, and software. It built a leadership position in entrepreneurship education in the Asia Pacific region, through its research, strong links in the U.S., student clubs, and its mantra of being practical, international, and connected.