

Candidate Profiles

President

Wayne Hudson

Wayne Hudson, formerly with Bell Gully, has set up his own firm Hudson Gavin Martin, which specialises in technology and intellectual property law. Wayne has practised law in the technology business sector for over 28 years and has advised many business owners and entrepreneurs on the commercialisation of their technology, the sale and acquisition of technology businesses, capital raising, research and development, protection of intellectual property, establishment of joint ventures and corporate restructuring.

Wayne has been on the Executive Committee of the NZ Software Association for the last 8 years and is in his second term as President.

Committee

(In alphabetical order)

Chip Dawson

Mr. Dawson is past President and Chairman of the New Zealand Software Association and has been on the board for the past 5 years.. Chip is the Managing Director of International Business Management Limited, a company that provides strategic business advice to companies planning their global strategies with a focus on market entry and in particular, into the USA, Australia, Asia, and Europe.

Chip is an American living in New Zealand for the past 18 years. He offers his clients a wealth of commercial experience across a range of industries, having worked in aerospace, IT, creative media and telecommunications such as Telecom New Zealand, Digital Equipment Corporation, Exicom International Corporation, CLEAR Communications and Hitachi Data Systems, and Apple Computer in the USA. He is presently involved with numerous software and technology companies as a Director or advisor.

Mr. Dawson has held numerous senior management roles and has strong skills in strategic direction, management, sales, marketing and product direction. He is a member of New Zealand Trade and Enterprise Beachheads; the UCLA Graduate School of Business project; Co-Chairman of the ICT-NZ initiative; Accelerating Auckland Academic Board; and is the Chairman of the Mecca Group of advisors.

Chris Cochrane

Chris has been involved in computer development, mostly in software, for almost all his working life. In 1982 he was a founding shareholder in Satellite Systems (NZ) Ltd now known as Printcost for Windows Ltd. This company in turn was a founding member of the NZ Software Exporters Association, now the NZ Software Association. His company writes, distributes and supports management software for the printing industry. The software covers all aspects of management in a commercial printing environment including E-commerce solutions. Printcost exports to several countries most notably the UK and Australia.

Jeff Jackson

Currently the Managing Director of De Winter International, an IT & T recruitment and HR company Jeff has many years of business and industry experience at senior management level. In his experience the leading contributor to an organization's success is the collective capability of its people, hence his interest in human capital development. Jeff is a Chartered Accountant, a Fellow of the Institute of Management, and Harvard Business School alumni.

Senior Positions Jeff has held include: Chief Executive - NZ Dairy Group, Managing Director - Fletcher Fishing Ltd, Chief Executive - Affco Ltd

Principal - Sibson & Company, Chief Executive -NZ Wool Board, Chief Operating Officer- ViaLactia Biosciences Ltd.

He has also been a Director of Datacom, Mercury Energy Ltd, Bay Of Plenty Fertilizer Ltd and Excell Corporation.

He is a member of the: Institute of Directors, New Zealand Institute of Management, The Institute of Chartered Accountants, Human Relations Institute of New Zealand, Recruitment and Consultant Services Association, The New Zealand Computer Society and the New Zealand Software Association.

Owen Scott

Owen is principal of Christchurch-based marketing strategy consultancy Concentrate www.concentrate.co.nz. Concentrate specialises in helping New Zealand technology companies accelerate growth by successfully marketing their products.

Concentrate has helped over 40 New Zealand technology companies, including software exporter SLI Systems, winner of the 2005 NZ Hi-Tech Awards Marketer of the Year, as well as WhisperGen, Tait Electronics, Eaton, InFact, AuCom Electronics, Insite Computers (part of the Renaissance Group) and Designline. Concentrate was a finalist in the 2006 Champion Canterbury Awards and the 2007 PricewaterhouseCoopers New Zealand Hi-Tech Awards.

Owen has a 20 year old background in the New Zealand hi-tech industry, including senior management positions at Jade Software. In 2002 Owen was based in the United States building a strategy for Jade's successful expansion into North America and establishing a USA office. He is currently on the committee of the Canterbury Software Cluster and a regular contributor to The Press having published over 80 articles covering the basics of marketing.

Steve Corbett

Steve is the CEO at e-centre ltd. Steve also sits on the Advisory Committee for Deputy Vice Chancellor, Massey University and is a guest lecturer at Massey University College of Business. Steve's main focus at e-centre ltd is to assist companies in developing their capability to convert their innovation and entrepreneurship into growth focussed /investment ready companies.

Steve is also the founder/director of a software development company specialising in business intelligence systems.

Current Directorships:

- BiPredict Ltd . Business intelligence company
- Perceptive Insights Ltd. Chairman Director. Research company based at e-centre

Terry Paddy

Terry is a Director of Bootstrap IT, a Christchurch IT company specialising in web based services, remote control and monitoring software and roster/HR information systems.

Terry strongly believes that networking, clusters, buzz marketing and industry associations are the stepping stones for small businesses to leverage knowledge locally, giving the ability to attack globally.

Terry is a member of Canterbury Software Inc, Health IT Cluster, Chartered Secretaries NZ and the Institute of Directors.

Tom Reidy

Tom Reidy is the National Sales Manager of Calcium Software, NZ's leading e-Marketing Software Company. He was invited to take up this position in 2004. He has been instrumental in the sales and marketing of the revolutionary e-marketing solution mailPrimer. Tom joined the team at Calcium with the focus of building on Calcium's current strengths and taking the company to the next level in the e-

marketing solutions arena, he has been instrumental in the 600% growth and success Calcium has enjoyed over the last 3 years.

Tom has extensive experience in sales, marketing, finance, business development as well as been a Director of a boutique property Management Company and currently sits on the Board of Directors for the Wellington Chamber of Commerce, as well as the Advisory Board for Spikefin.com a leading POS system company in the food service industry. This foundation would be a strong asset to the New Zealand Software Association.

Paul Norrie

Paul has been involved with ICT ever since his plans for being a fighter pilot were upset. His background is in software engineering where he has a keen passion for best practices and professional development.

A graduate of the University of Canterbury and post-graduate studies at Massey University developed Paul's strong belief in the merits of co-operation between academia and industry. Paul has been a judge at the University of Auckland's Software Engineering & Computer Science Awards.

Most recently, Paul co-founded Ablaze Software to develop and market mobile Supply Chain Management solutions. This continuing commercial experience has reinforced Paul's passion for building the software industry of New Zealand into something greater. Paul endeavours to encourage commercial partnering of technology companies, professional practices and closer industry-academia relationships. He would love to see the Australian attitude to New Zealand IT companies improve and is out to foster a great buzz in our industry.

New nominees

Peter Garnett, Abel Software

Currently Peter is Chief Executive Officer, and an Executive Director, of Abel Software Limited. Abel Software is a private software development company based in Auckland that develops and distributes Abel™, a powerful fully integrated enterprise management system based on Jade. Abel was a finalist in the 2008 AmCham Success and Innovation Awards.

Peter has many years of business and government agency experience at senior management level in the IT, transport, health, finance and defence sectors. He is the Chairman of the Jade Community Incorporated Society and of the Northern Section of the Chartered Institute of Logistics and Transport.

Peter has B Com from University of Canterbury and has completed The Oxford Strategic Leadership Programme at Templeton College, Oxford, and the Institute of Directors Company Directors Course. He is a member of the Institute of Directors, the Institute of Management, the Chartered Institute of Logistics and Transport, and the New Zealand Software Association.

Phil Sheehan, IBM

Phil Sheehan has been involved in the IT industry for 32 years. During this time he has experienced a variety of roles for both international and local companies. Most recently, he has been the ISV Alliance Manager for IBM NZ, a role dedicated to the ongoing relationship management between IBM and ISVs wanting to grow either domestically or internationally with IBM as a partner.

Prior to IBM, his background includes general management, marketing, sales (including E-Commerce), supply chain, and software development. Notably among these are the establishment of his own company, Out & About, an Auckland-based internet entertainment site which was later sold to Xtra and rolled out nationwide. He was described in the July 2001 issue of NZ NetGuide Magazine as one of New Zealand's few Internet visionaries. He was also one of the 4 founding members of Microsoft NZ when it was established in 1991, and worked there for 7 years in primarily channel-centric roles (including managing a supply chain team across SE Asia from an Auckland base). He has also worked for Carter Holt Harvey subsidiary Oxygen, and UEB Industries.

Jane Smallfield, Swaytech

Many of you will know Jane Smallfield as the Programme Manager for the NZ HiGrowth Project Trust from 2003-2008.

As the Project's sole full time contractor, she was responsible for delivering multiple initiatives to grow the Information, Communication and Technology (ICT) sector in New Zealand. It was a role that saw her engage right across New Zealand's technology sector from large corporates to small start-ups and with related government agencies and education providers. She got involved with the development of industry awards programmes and was a valued participant on industry advisory and governance boards. Prior to joining HiGrowth Jane ran her own successful PR consultancy, specializing in technology companies. She has recently returned to these roots and is currently employed as an Account Director with SwayTech and is engaged on a variety of projects, including managing the PwC NZ Hi-Tech Awards for the next two years.

She brings a wide range of experience to the board and passionately believes in the importance of New Zealand's software industry continuing to build a strong and effective voice.