

Optias Capabilities and People

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Optias Capabilities

Optias comprises a small team of highly capable associates. The team possesses the following capabilities.

Experience in working in different institutions.

Optias people have extensive experience at working in different organisations including:

- Hospital operations and research
- Government departments
- Social support agencies
- Universities

Business case writing

We have written more than 65 business cases for government investments across all departments. The total estimated investment of these projects is more than \$5 billion. We have a high rate of success in securing funding with the business cases we have prepared.

Research

Optias has strong research capability. If evidence exists in support of a proposition there is a high likelihood that we will be able to find it and integrate it into a compelling narrative. If we are unable to find such evidence, we can help the client redesign the proposition to one that is supported by evidence. We can follow causality chains that increase the likelihood that an intervention will address the root cause of the problem.

Statistical analysis

Optias has statistical analytical capability.

Analytics

We have Orange and R for data analysis.

Stakeholder engagement

The Optias team has extensive experience in stakeholder engagement. We have undertaken stakeholder engagement work in the areas of public policy, education, health, and community service. We have led stakeholder consultations at local, regional, and state-wide levels on highly sensitive public policy issues including planning for trauma informed services, end of life care, abuse prevention in disability services and reproductive health.

Program evaluation

We have considerable experience in program evaluation from highly sensitive social programs through to scientific and technical programs.

Workshop facilitation

Much of our work involves facilitating workshops. We have facilitated more than 2,000 workshops to guide government investments. These are workshops specifically designed to support decision-making by clearly identifying the problem being addressed and the benefits that would be realised as a result. This is the investment management standard which we played a vital role in designing when one of us was employed by the Victorian Department of Treasury and Finance. This methodology is applied across all Victorian agencies and in Western Australia, Queensland, and New Zealand.

Strategic planning

Optias has experience in guiding strategic planning. By virtue of our analytical, research and stakeholder engagement capabilities we can ensure that the strategic planning process is comprehensive and shared across the organisation.

Policy

We have executive level experience in government. As such we have designed, implemented, and managed major policy programs.

Ecosystem services analysis

Optias has access to global tools that support ecosystem services analysis. We have used this in the preparation of business cases and the analysis of the impacts of an investment. We have established a relationship with King's College, London who are leaders in this field.

Impact analysis

We can conduct triple bottom line analysis of the impact of investments, using monetary impacts to provide a firmer basis for comparing social, economic, and environmental impacts.

Leveraging university capability

The small team can effectively apply these capabilities because we can leverage them through our relationships with academics. We have considerable experience in commercialising university intellectual property which provides us with an understanding of how to engage with the sector. We have a relationship with King's College, London which we can employ to expand our capabilities in ecosystem service analysis.

TCG Network

Optias is a part of the [TCG network](#) which can be brought into projects as required. The TCG network comprises the following organisations and capabilities:

Technology

TCG Pty Ltd - Established in 1971, TCG is the oldest Australian-owned IT company. Today, TCG operates as the principal entity overseeing the various elements of the TCG Group.

TCG Incubator - A place for the commercialisation of cutting-edge technology and services.

Pacific Digital Ideas Exchange - A project created in partnership with ICDP, the Pacific Digital Ideas Exchange is aiming to deliver a platform for idea creators to meet and collaborate and collaborate with industry partners.

FormTrap - Software vendors in the area of Business Intelligence, now embracing new technologies in the field of Big Data analysis.

DP Immersive - A VR story telling experience that explores the stories and culture of the Mirarr people.

Identity and Cyber security

TrustWorks 360 - TrustWorks 360, a subsidiary of IIS Partners, is an Australian-based global company bringing innovative technology solutions to the Asia Pacific region.

IIS Partners - One of the leading privacy and security consultancies in Australia. It provides expert advice to private and public sector organisations on their collection, use and handling of privacy information, with a key focus on embedding trust, privacy, and security as core value propositions.

Australian Cyber Hub - ACH is focused on people because people are the most vulnerable point in any cyber defense. ACH provides services that help organisations prevent malicious cyberattacks by educating employees to recognise and respond to suspect activity.

The TCG Group of Companies includes specialist privacy and cybersecurity consulting firms that offer a range of services to assist public and private entities to safeguard their digital assets. With a strong grasp of the latest cyber threats and privacy regulations, they provide tailored solutions such as data protection strategies, privacy compliance advice, vulnerability assessments, and implementation of state-of-the-art cybersecurity tools. Collaborating with clients, the advice and services provided always closely align with clients' specific needs and risk profile, and focus on actionable recommendations. The experienced team has been involved in delivering significant privacy and cybersecurity advice to a range of clients and high-profile projects for almost 20 years.

Professional Services

TCG Accounting and Financial Services - An experienced provider of administration and accounting services to the TCG Group and external small and medium-sized enterprises.

Huddle - An agency that embodies a human-centred design approach to transform and create businesses, communities, services, and institutions to positively impact the world.

Environment

HydroCon - HydroCon specialises in permeable concrete products for water-sensitive urban design.

Silver Springs - Located on the fringe of the Great Dividing Range, Silver Springs is ranging over 1,000 acres of former grazing land that has been repurposed to enable a carbon sequestration and biodiversity program to protect native Australian flora and fauna.

Property

Southern Highlands Farm Management - SHFM helps farmers maintain, manage, and plan their farms to make them more bountiful.

TCG Interiors - provides interior design and decoration services for commercial projects.

Property Investments - Real estate holdings and investments in commercial buildings.

Space

Wolfpack Space Hub - a joint venture between Saber Astronautics and the TCG Group to build upstream Australian space manufacturers.

Philanthropy

Global Access Partners - is an independent, not for profit institute for active policy development.

Fritz Family Foundation - A registered Australian charity providing high-quality early childhood education to all young Australians with a particular focus on vulnerable and disadvantaged communities.

International Centre for Democratic Partnerships - AN independent, not for profit organisation building genuine and enduring relations between Pacific and Australian organisations and individuals.

Historic Companies

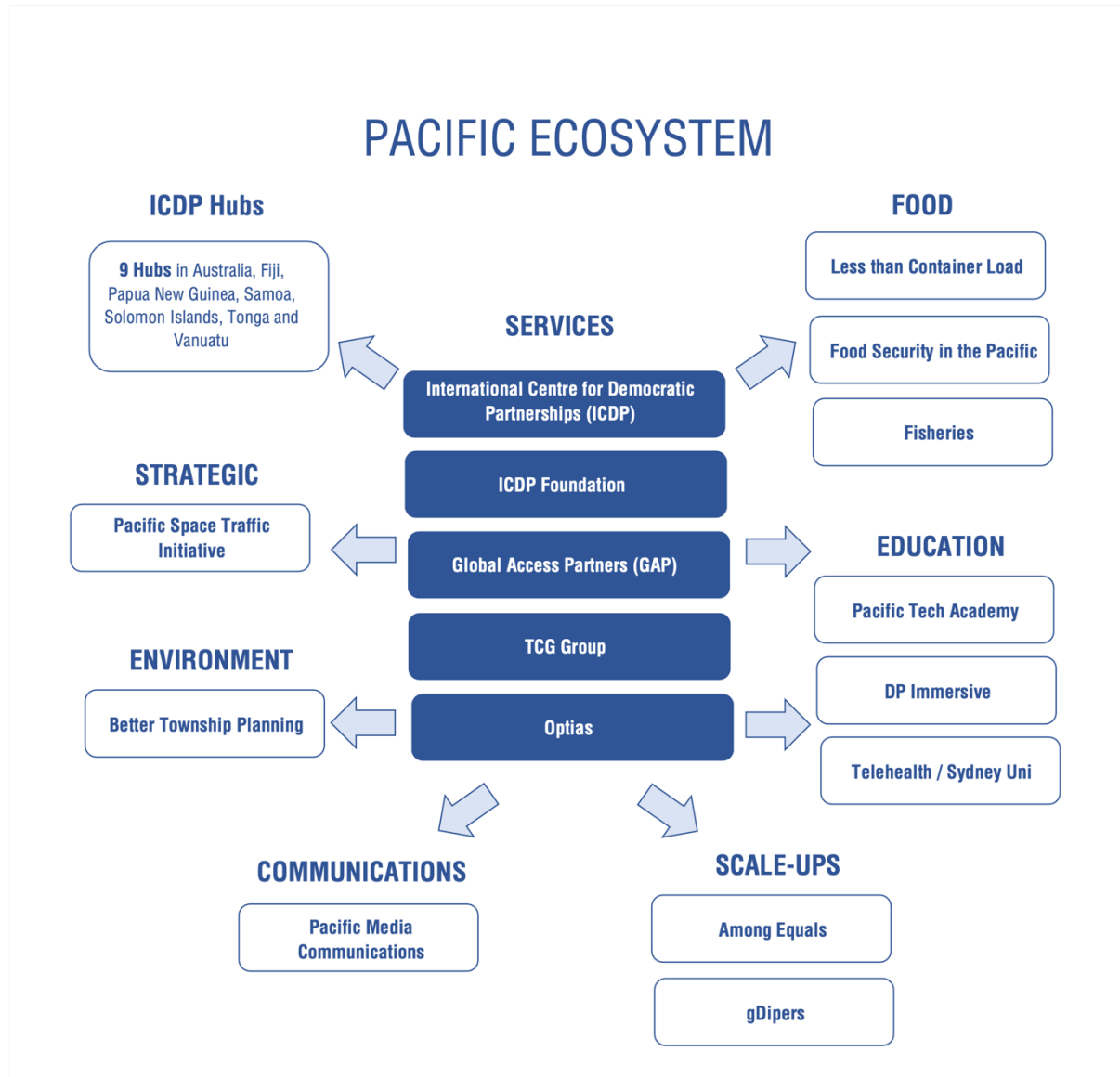
Hypercom - A pioneer of payment processing hardware and software. Hypercom was floated for \$1 billion on the NYSE in 1997.

M2M Connectivity - Australia and New Zealand's leading industrial IoT experts providing connectivity and managed data services. M2M Connectivity was acquired by Sierra Wireless in 2020.

UXC - UXC Limited was an Australian IT services company that was floated on the Australian Securities Exchange. In 2016, UXC was acquired by DXC Technology, a global IT services company based in the United States.

The Pacific Ecosystem

TCG has a strong focus on policy initiatives and community programs in the Pacific region. The components of the TCG strategy are shown in the following diagram.





DR IAN ASMART

MANAGING DIRECTOR - OPTIAS

PROFILE

Ian Smart is a successful consultant who uses a scientific approach, a strong analytical capability, and a high level of innovation in assisting his clients to solve complex problems and deliver superior outcomes.

CONTACT

Phone: +61 (0)402 315 515

Email: ian@optias.com.au

Web: optias.com.au

QUALIFICATIONS

B. Sc. (Hons), M. Sc., Ph. D.,
GAICD

Honorary Fellow, University of
Melbourne, and Federation
University

COMPETENCIES

Strategic and Business Planning

Triple bottom line analysis

Real options analysis

Risk analysis

Technology commercialisation

Counterfactual analysis

GIS mapping

SOME FEATURED PROJECTS



2023 - Water supply and treatment business cases for North East Water.



2021 - Business case for the expansion of the Monash Medical Centre.



2021 - Radio communications and black spot removal for bushfire management for the Department of Environment, Land, Water and Planning.



2018 - Business case for the realignment of the South Gippsland Highway between Koonwarra and Meeniyan for VicRoads.



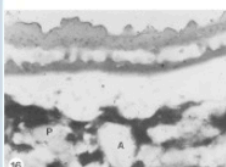
Gateway reviews for Monash Health Translation Precinct, the Synchrotron, the Aikenhead Centre for Medical Discovery, the La Trobe University Biosciences Centre and the Proton Beam Therapy unit.



Commercialisation of several technologies from university research including Cell Therapies and Cytoscreen (Peter MacCallum Cancer Centre), Cortical Dynamics (Swinburne).



Part of the team that won \$17 million funding over 8 years the Information City Victoria incubator and supporting the growth of more than 80 ICT companies that secured \$90 million in venture funding.



Development of the world's first monoclonal against a ryegrass allergen.

WORK EXPERIENCE

OPTIAS - MANAGING DIRECTOR

2008 - Present

- Consulting to government and business.
- Commercialising new technologies.

GENSCREEN - DIRECTOR

2004-2008

Commercialisation of a new therapeutic entities.

- Directorship of Cell Therapies
- Directorship of Cortical Dynamics

INFORMATION CITY VICTORIA - DEPUTY DIRECTOR

2000-2004

- Part of the team that secured \$13 million in funding to establish the incubator.
- Part of the team that secured funding to provide training to 120 small companies.
- Support for 80 companies within the incubator, which secured approximately \$90 million in investment funding.

MELBOURNE IT - HEAD OF STRATEGY AND ACQUISITIONS

1999 - 2000

- Completion of a strategic plan for Melbourne IT.
- Transfer of incubator to Information City Victoria.

VARIOUS POSITIONS

Victorian Government - Senior Executive Research Scientist - Immunology
Prior to 1999

- Involvement in policy development and implementation to encourage industry development in Victoria.
- Accompanied the Victorian Treasurer to meet Bill Gates at a CEO forum.
- Publication of 25 papers in international, refereed scientific journals. Invention of a diagnostic test for an animal disease. Development of world's first monoclonal against ryegrass allergen.

EDUCATION

UNIVERSITY OF MELBOURNE

- 2001 Graduate Member - Australian Institute of Company Directors
- 1978 Ph.D. - Aerobiology and allergens of ryegrass in relation to childhood asthma.
- 1974 M. Sc. - the immunology of kidney transplantation in the rat
- 1973 B. Sc. (Hons) analysis of the surface of the lymphocyte

APPONTMENTS

- 2008-Present Managing Director, Optias
- 1982-1985 Honorary Research Fellow, University of Melbourne.
- 2004-2008 Board Member, Cell Therapies
- 2004-2005 Board Member, Cortical Dynamics
- 2004-2006 Chief Executive and Board Member, Cytoscreen
- 2000-2004 Honorary Research Fellow, Federation University
- 1991-1997 President, Victorian College of the Arts Secondary School.



SANDY FORBES

ASSOCIATE - OPTIAS

PROFILE

Sandy is an experienced consultant in the areas of public policy, education, health, and community service. Sandy offers extensive evaluation experience, including mental health services, family violence and homelessness, disability services and community development programs. Sandy has led stakeholder consultations at local, regional, and state-wide levels on highly sensitive public policy issues including planning for trauma informed services, end of life care, abuse prevention in disability services and reproductive health. Sandy has extensive governance experience and is the Chair of a Kids First Australia. Clients and colleagues value her ability to maintain focus and build consensus.

QUALIFICATIONS

MBA, M. Social Work, B.A. (Psychology and Politics), Fellow of the Institute of Public Administration (Victoria),

GAICD.

COMPETENCIES

Stakeholder engagement
Program evaluation
Governance

SOME FEATURED PROJECTS



Forensic review of customer care - Aruma Disability Services.



Organization design for operational teams- Life Without Barriers.



Organization review for local government early childhood services.



Review of the role of training provider - AMES For Department of Education, Victoria

Statewide consultation for DHS on End-of-Life Care, Palliative Care services and Improving Reproductive Health Services for Woman and Girls.

Evaluation of family violence services in Queensland and Victoria.



Evaluation of sexual assault services for Victoria Police.

GOVERNANCE EXPERIENCE

Safe Steps Family Violence Response Service

2021 - Present
Non-Executive Director

Epilepsy Foundation Victoria

2020-Ongoing
Independent Chair for Epilepsy Smart
Australia Program Pilot Executive
Chair of the Executive comprised of all
Epilepsy focused organisations in Australia.
Advisory function on implementation of the
Epilepsy Smart Program Pilot

Kids First Australia

2015-Present
President 2018- present
Finance and Investment Committee
Quality and Risk Committee
Strategic priorities committee
Vice President 2017

Melbourne Polytechnic

2015-2018
Audit and Risk Committee
Business Review Committee

Peninsula Health

2010-2012
Clinical governance and quality sub-
committee
Chair Human Research and Ethics
Committee

LaTrobe University Council

2003-2005
Chair of Children's Centre Sub-committee

EDUCATION

University of Melbourne

Master of Business Administration
Master of Social Work
Bachelor of Arts (Psychology and Politics)
Fellow of the Institute of Public
Administration (Victoria)
Graduate of Australian Institute of Company
Directors



JEREMY SMART

ASSOCIATE - OPTIAS

PROFILE

Jeremy is a leading provider of investment management services to both the State and Federal governments. A gifted facilitator, Jeremy has helped guide the development of the investment logic for hundreds of government projects.

Jeremy has also designed and constructed over 200 websites for government departments and leaders in the arts. He is passionate about providing web sites for the arts community, having developed cost effective templates widely used by artists and galleries.

CONTACT

Phone: +61 (0)409 368 884

Email: jeremy@logicmapping.com

Web: logicmapping.com

QUALIFICATIONS

B. Ec., B. A. (Hons), M. Env Sci

COMPETENCIES

Workshop Facilitation
Business Case Review
Web site development
Independent Music
Visual Arts

SOME FEATURED PROJECTS



2007 - Present

More than 2000 investment logic map workshops facilitated. Achieved exceptional feedback from participants. Achieved a high success rate with many high-profile Victorian Government initiatives.

2007-2016

More than 200 artists have online presences provided using templates developed by Jeremy Smart.

WORK EXPERIENCE

DEPARTMENT OF TREASURY AND FINANCE SENIOR POLICY ANALYST

2004-2007

Leader in formulation of the Victorian
Government's (DTF) Investment
Management Standard.

AUSTRALIAN COMMUNICATION AUTHORITY - POLICY ANALYST

2003-2004

Leader in development of Federal
Government's (ACMA) Smart Numbers
program.

AUSTRALIAN TAXATION OFFICE - POLICY ANALYST

1999-2003

Analysis of complex tax evasion and
development of opportunities for cross
jurisdictional collaboration with OECD
countries.

EDUCATION

MONASH UNIVERSITY

B. Ec.

B A. (Hons)

Master of Environmental Science.



ALEXANDER BENZE VON FRITZ

ASSOCIATE - OPTIAS

PROFILE

- Able to draw on a multidisciplinary background to strategically analyse issues from a range of perspectives.
- Entrepreneurially minded with experience developing and assisting businesses across their lifecycle.
- Privacy and cybersecurity expert with years of experience consulting to a range of public and private clients.
- Admitted solicitor with practical legal experience.
- Passionate about technology and new developments and innovations.
- Fluent in German.

CONTACT

Phone: +61 408 016 597 |
Email: alexander@tcg.net.au
Web: optias.com.au

QUALIFICATIONS

BCom (University of Sydney)
Juris Doctor (University of Sydney)

COMPETENCIES

Strategic and Business Planning
Negotiation
Law
Cybersecurity
Privacy

SOME FEATURED PROJECTS



2023 - Coordinating strategic investment in specialist pharmaceutical production company



2023 - Strategic cybersecurity assessment and remediation advice for ASX-listed healthcare provider.



2018 - 2022 - Various privacy and cybersecurity engagements, including:

- Privacy and security audit on the implementation of a NSW Government agency's data handling practices in accordance with requirements set out in a Public Interest Direction and Health Public Interest Direction



- Privacy impact assessment of Victorian Digital Driver Licence implementation project



- Comprehensive assessment against cybersecurity industry standards for an education-based project within a Victorian Government agency

- Complete privacy health check of all departments of a major healthcare insurance provider



2015 - 2017 - Commercial legal advice concentrated in the technology start-up space, including company capital raisings and M&A transactions

WORK EXPERIENCE

TCG GROUP - HEAD OF NEW VENTURES

2022 - Present

Actively pursue opportunities to develop partnerships and establish new businesses within the TCG portfolio.

SENIOR CONSULTANT

2018 - Present

Specialist privacy and cybersecurity consultancy firm. Assisting a range of public and private sector clients to meet privacy and cybersecurity compliance requirements. Specifically, conducting privacy impact assessments, privacy and cybersecurity health checks, privacy by design advice and providing guidance on best practice.

ALBA BAGS - CO-FOUNDER AND DIRECTOR

2016 - 2018

Co-founded a business producing and selling popular neoprene tote bags.

HERBERT SMITH FREEHILLS - LAWYER

2015 - 2017

Worked within the Corporate Practice Group (Private Equity) primarily on tech industry capital raisings and M&A transactions.

UNITED NATIONS - INTERN

2015

Permanent Mission of Israel to the United Nations (New York City, USA). Worked for the Director of the Human Rights division of the Mission; drafting official statements and speeches, attending meetings of the Security Council and General Assembly and coordinating Israel's showcase event during the 59th session of the Committee on the Status of Women.

INTERN AND OTHER APPOINTMENTS

2010 - 2014

Herbert Smith Freehills (Sydney), Roever Broenner Susat (Berlin, Germany), Servcorp (Paris, France), Office of the New South Wales Minister for Fair Trading (Sydney). CHAMP Ventures (Sydney), M. E. Zuckerman & Co (New York, USA)

EDUCATION

COLLEGE OF LAW, AUSTRALIA

2016 Graduate Diploma of Legal Practice

HUMBOLDT UNIVERSITY, BERLIN

2015 Law exchange semester

UNIVERSITY OF SYDNEY

2015 Juris Doctor

2011 Bachelor of Commerce (Majors: Finance and International Business)

AWARDS AND ACCREDITATIONS

- Member of the Australian Information Security Association (AISA)
- Member of the International Association of Privacy Professionals (IAPP)
- Lawyer admitted to the Supreme Court of New South Wales (2016)
- Certificate of Legal Business Skills, The College of Law (2016)
- Certified Ski Instructor, Canadian Ski Instructors' Alliance (2012)
- Duke of Edinburgh Award - Silver Level (2011)



Greg Gough

ASSOCIATE - OPTIAS

PROFILE

Greg is an accredited Investment Management Facilitator, gateway review team member, and one of the Investment Management Standard creators. He is also the preferred supplier of business case training for DTF and IPAA (Victoria).

CONTACT

Phone: +61 (0)402 315 515
Email: ian@optias.com.au
Web: ideasadvisory.com.au

QUALIFICATIONS

Master of Business (Marketing) with Distinction
Panel of Accredited Investment Logic Map Facilitators - Department of Treasury and Finance (VIC) - Commerce and Works Directorate (ACT)
Accredited Gateway Review Team Member - Department of Treasury and Finance (VIC) - Department of Finance (WA)

COMPETENCIES

- Policy writing
- Business case writing
- Cabinet, brief and correspondence writing
- Budget processes and systems
- Procurement including probity
- Stakeholder engagement
- Staff management
- Public speaking and training
- Contract management
- Project Management (agile and waterfall)

SOME FEATURED PROJECTS



Business case training (2007+)- IPAA Victoria and the Department of Treasury and Finance have selected Ideas Advisory to deliver the Building the Business Case course. This popular course incorporates real-world examples illustrating best-practice business case development principles. Delivered by Greg Gough, an experienced business case writer and reviewer, teaching participants how to develop a compelling business case. Department of Education continues to use this service to train new staff and upskill others in the intricacies of the Victorian Budget process



St John of God Midland Public and Private Hospitals upgrade (BC)



Monash Medical Centre tower (BC)



VicTrack Communication network (BC)



VICSES - Various (BC)

WORK EXPERIENCE

IDEAS ADVISORY

2018 - Present

In Greg's role as a consultant and facilitator to Government he has advised on; investment management practices, budget processes and business case development and review. Worked with many of the jurisdictions across Australia, numerous international government contingents, major corporations, universities and local councils. Greg provided information sessions and training on the application of the Investment Management Standard for both the public and commercial context, as well as presentations about the Victorian Government Budget process.

Facilitated workshops across the full workshop suite of the Investment Management Standard and supported the development of business cases compliant with the Investment lifecycle and high value high risk guidelines of the Victorian Government.

DEPARTMENT OF TREASURY AND FINANCE

2017-2018 - Secondment to My Victoria

Greg led the engagement with data owners and data stakeholders, both internal to the Victorian government, and where necessary federal and local government, whilst also providing subject matter expertise on open data, data policy and the Victorian State Budget.

2016-2017 - Senior Advisor, Infrastructure Response and Plan

Greg was outposted to the Department of Premier and Cabinet as the DTF representative, working within the group responsible for preparing the Government's response to Infrastructure Victoria's 30-year strategy.

2013-2016 - DataVic Access Policy

Greg engaged with departments and agencies and convinced them to deliver over 6000 machine readable datasets and data tools via data.vic.gov.au to the public and exceeded all implementation targets for the policy by 200 per cent.

2007-2013 - Senior Analyst/Strategist, Investment Management

Contributed to the development, implementation and creation of decision-making frameworks for investments by the Victorian Government.

EDUCATION

SWINBURNE UNIVERSITY OF TECHNOLOGY

2006 Master of Business (Marketing) with Distinction.

Panel of Accredited Investment Logic Map Facilitators - Department of Treasury and Finance (VIC) - Commerce and Works Directorate (ACT)

Accredited Gateway Review Team Member - Department of Treasury and Finance (VIC) - Department of Finance (WA)



PROF. MARK MULLIGAN

PHYSICAL AND ENVIRONMENTAL GEOGRAPHY

KING'S COLLEGE, LONDON

PROFILE

Mark is an internationally renowned researcher and teacher in physical and environmental geography. He has developed many platforms for ecosystem services, water management and conservation management that are used widely throughout the world.

CONTACT

Email: mark.mulligan@kcl.ac.uk

Web: kcl.ac.uk/people/mark-mulligan

QUALIFICATIONS AND ACCREDITATIONS

B. Sc. (Hons), Ph. D.

COMPETENCIES

Modelling water and ecosystem services.

Establishment of platforms to measure water and ecosystem services.

Research programs including:

- Development and application of spatial policy support systems.
- Agriculture, land use change and climate change impacts on water and ecosystems.
- Ecosystem services mapping and modelling.
- Tropical forests and tropical montane cloud forests.
- Environmental modelling, environmental Geographical Information Systems (GIS) and environmental monitoring with open-source hardware.

SOME FEATURED PROJECTS

Developer of widely used WaterWorld and Co\$tingNature policy support tools (>3500 users from >283 countries), >30 user-written application case studies. World's largest collection of KML geo-datasets widely used around the world for more than a decade in TerraScope database, Google Earth and Google Timelapse, ProtectedPlanet.net, Global Forest Change and Global Forest Watch Platforms., Global dams database (profiled and published in Nature and Science. 2006).

First-supervised some 41 PhD students producing a wide body of knowledge and skills, now influential in academia, UN, NGOs, research organisations and elsewhere.

Research Interests

Continental to global hydrological, ecological and ecosystem services modelling, towards sustainable development policy incorporating:

- The development and open sourcing of pan-tropical datasets from satellite sources. Published in Science, Nature, Nature Scientific Data.
- Integration of these global scale datasets with developed process-based models for understanding the impacts of local to global land use and climate change.

Development and deployment of low-cost, high quality sensor designs for improved environmental monitoring and early warning, including:

- Development and deployment of new sensor types for river stage, fog and wind driven rain, soil moisture, groundwater and water quality.
- Design of printed circuits, hardware, firmware and analysis software for plug and play, low-cost, accurate and reliable DIY sensors and stations.
- Application of these sensors to Natural Flood Management (UK, Europe), Reservoir management (Africa), Forest and wetland management (Latin America, Asia) AND Soil Management (Europe, Asia).

The hydrology and ecophysiology of tropical montane cloud forests (TMCF), incorporating:

- Laboratory and field determination of rainfall and fog interception by canopies and epiphytes.
- Distributed monitoring and modelling of TMCF catchment hydrology and effects of landscape variability, climate and land use change.
- Pan-tropical assessment of cloud forest distribution, hydrological services and conservation with a particular focus on the impacts of climate and land use change.
- Understanding the physiology of tropical montane cloud forest trees, in particular the role of light and leaf wetness in stunting their photosynthetic production.

Research partners include United Nations Environment Programme World Conservation Monitoring Centre, International Centre for Tropical Agriculture (CIAT), Colombia and many others

WORK EXPERIENCE

HEAD, DEPARTMENT OF GEOGRAPHY, KING'S COLLEGE LONDON

2017-Present

- Significant improvement in staff satisfaction and NSS (bottom quartile to top 5 nationally, 86% overall satisfaction 2021 from 67% in 2017).
- Significant increase in grant applications and capture. REF GPA up 13 places from 25th nationally in 2024 to 12th in 2021. Among the highest moving Geography departments. 15th to 12th when Archaeology submissions in 2014 are ignored.
- Navigation of REF/TEF, PGT portfolio simplification, relocation to Bush House, industrial action, and response to COVID-19.

DEPUTY HEAD OF DEPARTMENT, READER IN GEOGRAPHY, KING'S COLLEGE LONDON

2016 - 2017

READER IN GEOGRAPHY, DEPARTMENT OF GEOGRAPHY, KING'S COLLEGE LONDON

2003 - Present

SECONDMENT TO ISTITUTO DI BOTANICA, UNIVERSITA DI NAPOLI, ITALY

2003-2004

LECTURER IN GEOGRAPHY, DEPARTMENT OF GEOGRAPHY, KING'S COLLEGE, LONDON

1994-2003

In his research Mark has:

- Published 116 articles in internationally refereed journals.
- From 200 to 2020 Mark's research raised more than £4 million research funding.

EDUCATION

UNIVERSITY OF BRISTOL

1991 - B. Sc. (Hons)

KING'S COLLEGE, LONDON

1996 - Ph. D. Modelling Hydrology and Vegetation Change in a Degraded Semi-arid Area

PROFESSIONAL ACTIVITIES

- Senior Fellow to UN Environment World Conservation Monitoring Centre (2010 -present).
- Ecosystem Functioning working group of GEO BON (2016-present).
- Various RGS-IBG councils and committees.
- Advisor on Ecosystem Services to TNC and Conservation International.
- Member of Conservation Advisory Board, Healthy Planet Foundation.
- Honorary Active Board Member, Fundación Proselva, Colombia (1999-present).
- Trustee, ProAves Foundation, UK (2002-present).
- Expert panel for International Centre for Tropical Agriculture (CIAT) strategic board for community based Natural Resource Management Research (2000).
- Expert panel for International Centre for Tropical Agriculture (CIAT) Challenge Programme on Water and Food (2002-2006).
- Member British Ecological Society (BES). 1996-present.
- British Geomorphological Research Group (BGRG) 1994-1996.
- International Geophysical Union (IGU) 1996-present.
- International Society for Ecological Modelling (ISEM) 1996-
- International Association of Hydrological Sciences 1998-present.
- Environmental and Industrial Geophysics Group of the British Geological Society. 1999-2002.
- Mountain Research Group of the RGS-IBG 2002-present



Armen Ayvazyan

ASSOCIATE - OPTIAS

PROFILE

Armen is a quality and detail-oriented lateral thinker who enjoys solving complex problems by generating innovative ideas and turning them into commercially successful products. Expertise in architecture, design and implementation of products with focus on end result and on-time delivery. Good communicator.

CONTACT

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Email: armen@formtrap.com
Web: optias.com.au

QUALIFICATIONS

Grad. Dip. Commercial Software Engineering Management,
University of Technology, Sydney
Masters in Radio Engineering,
State University of Armenia.

COMPETENCIES

Business intelligence
Document Management systems
Natural Language Processing and
Large Language Models

SUMMARY

Leadership

16 years' experience in software project management and team leadership.

Architecture / design

- Business requirements analysis and translation into product architecture and software design.
- Feasibility analysis and evaluation of alternative solutions.
- Extensive experience in Business Intelligence (BI) and automated document delivery systems, multi-tier architecture.

Software engineering

- Over 20 years' experience in commercial software development and engineering.
- Parallel programming and networking.
- Platform independent ANSI C.

AI

- Natural Language Processing (NLP).
- Neural networks.
- Generative AI and Large Language Models (LLM).
- Open AI (GPT), Llama.

Technical profile

Software development methodologies and modelling

- Object Oriented Analysis and Design (OOAD)
- Unified Modelling Language (UML)
- Unified Process (UP / RUP), use case driven modelling
- Agile and eXtreme Programming (XP)
- Test Driven Design (TDD)

Programming Languages

- C++, C, C#
- Python

Database Development

- Commercial: Oracle, SQL Server, DB2
- Open Source: MySQL, PostgreSQL, ~~Interbase~~ Firebird
- Neural networks.
- Generative AI and Large Language Models (LLM).
- Open AI (GPT), Llama.



PROFILE

Grace is a “doctor for business” who enables individuals, teams and businesses to scale and prepare for the future through innovation and education. She has served start-ups to multinationals in Australia, Asia/Pacific, the US and the UK.

CONTACT

Phone: +61 (0)402 438 059
Email: grace@gyrillagroup.com
Web: optias.com.au

QUALIFICATIONS AND ACCREDITATIONS

Bachelor of Information Technology (Distinction), University of Technology, Sydney.
Co-op Scholarship recipient,
Bachelor of Medicine, Bachelor of Surgery (Honours), University of Sydney.

COMPETENCIES

Developing innovative technology strategy and solutions
Strategic healthcare community development
Business development and operations
Market research
Future-proofing investments
Due diligence GIS mapping

DR GRACE LAI

ASSOCIATE, OPTIAS

SOME FEATURED PROJECTS



2015 - Present: Frontline and Managerial Healthcare

Delivering services as a frontline provider or in a management role in health-related environments including hospitals, rehabilitation and community health centres, general practice, laboratory services, specialist practice and as COO for Coastal Dental Care.



2018 - Health and Social Care Assessment and Innovative Solutions.

Published author in Neurosurgical textbook.
Author on Healthcare business management and Cochrane referee.



2015 - Present

Software development, management consulting, research, and governance to improve healthcare management.

Business Management

2008 - Present

Industry Analyst, Marketing and Sales Operations roles in Australia and Asia/Pacific. Advisor to worldwide and regional HQs for Fortune 500s.

Sales Operations Manager for Asia/Pacific at Computer Associates, working on strategy to consolidate and grow the Asia/Pacific region.
Innovate UK grants writer, start-up pitching and investor activities in Australia, China, Singapore, Hong Kong and USA.

Health and Social Care Assessment and Innovative Solutions

Commercialisation of several technologies from university research including Cell Therapies and Cytoscreen (Peter MacCallum Cancer Centre), Cortical Dynamics (Swinburne)

WORK EXPERIENCE

Clinical and research appointments

2009 - Present

- Cochrane Library Referee
- Author of book sections
- Surgical Assistant and Ward MO
- Pre- and post-operative support, surgical assisting and education services.

Coastal Dental Care (AU), COO

2019 - present

Brought in to expand the network of family dental practices and to scale up the business.

Gyrilla Investments Group (UK), Group CEO

2008 - Present

Assisted numerous technology companies in fund raising through venture capital, grant funding and winning tenders.

Perioptias (AU), Partner 1999- 2000

2018 - present

Significantly developed the global market by identifying new partners and opportunities for the services provided by Perioptias.

Be Your Own Health Services, Managing Director

2015 - present

Provided digital health software and services within the Asia/Pacific region. Development of successful brands including Periop Partners, MedicRooms and Medibusiness), partnering with other healthcare consultants to advise solo practitioners, clinics and small hospitals from start-up stages, to scale, or to sell.

CA Technologies (Computer Associates) – Sales Operations Manager

2003 - 2005

Significantly grew the business in the target markets that enabled CA Technologies to deliver three times the market growth rate of its competitors in the first year of regional integration and an increase in revenue of 25% year-on-year.

IDC Asia Pacific, Senior Regional Industry Analyst – Software, Asia Pacific

2000-2003

Provided concise and actionable advice to clients, including Fortune 500 software companies in Asia Pacific. Managed a virtual team of 13 analysts across Asia Pacific. Designed and built two new product research lines, both fiscally successful within six months and increased team's revenue by 500% in 2002. Guest presenter throughout Asia Pacific and US on consumer and business IT requirements, market forces and strategy.

EDUCATION

UNIVERSITY OF MELBOURNE

2018 Managerial Finance, Certificate
London School of Economics

2009 Bachelor of Medicine, Bachelor of Surgery (Hons) - University of Sydney.

2000 M. Sc. - the immunology of kidney transplantation in the rat

1973 Finalist, University of Sydney Convocation Medal (2009), President and Executive Committee positions in Royal Prince Alfred RMO Society.

Bachelor of Information Technology (Dist.),
Co-op Scholarship Program - University of Technology Sydney

APPONTMENTS

2020 Board Member, Lions Medical Research Foundation

Abundance 360 (Singularity University)

Founding Member, Peak15 Healthtech

2008 - present Speaker & Panellist, Lloyds Bank (Manchester)
Speaker ATC 2017 & MC, HISA Gala Dinner 2017

Judge, Monash University

The Generator Awards 2016

Ambassador and Judge, HIC

Hacking Health Melbourne 2016

Curator, TEDMED Live Melbourne 2015

Speaker, National Science Week 2014

Medical Business Management, co-author, course convener 2000-2004

2016-2020 AHPRA General Registration (unconditional),

First Aid and Advanced Life Support,

Medical Indemnity, Avant,



MELANIE FLYNN

ASSOCIATE - OPTIAS

PROFILE

Experienced arts manager with a demonstrated history of working in the higher education sector, including as Department Manager, Fine Art at Monash University. Subject matter expertise in art history and curating, gained from professional industry experience over 20 years, coupled with a Master in Art Curatorship from the University of Melbourne.

CONTACT

Phone: +61 409 237 062

Email: mail@melanieflynn.com

Website: www.optias.com.au

QUALIFICATIONS

Master of Art Curatorship
B.A.

COMPETENCIES

Art curatorship
Arts management
Strategic planning in arts education.

SOME FEATURED PROJECTS



2019 - Project management of Wearing the City project at MPavillion



2019 - Project management of the ~~Artforum~~ lecture series.

WORK EXPERIENCE

MONASH ART DESIGN AND ARCHITECTURE DEPARTMENT MANAGER, FINE ART

2018 - Present

- Operational aspects of the department, strategic advice to Head of Department and administration of Department.
- Curatorial Program Manager at MADA Gallery.

MONASH ART DESIGN AND ARCHITECTURE - SENIOR ADMINISTRATION OFFICER, FINE ART

2016 - 2018

- Project manage internal and external events for Fine Art and Architecture Departments.
- Liaise with Head of Fine Art Department on operational matters.

ARTIST JUAN FORD - STUDIO ASSISTANT

2015-2016

- Administration including local and international loan agreements
- Marketing (including digital marketing) and grant management.

LOWRISE PROJECTS - DIRECTOR

2011-2013

- Curating, installing and promoting exhibitions
- Organising opening events including liquor permits, catering, sales
- Marketing **management**

KAREN WOODBURY GALLERY- GALLERY MANAGER

2008-2011

- Development of exhibition schedule and exhibition curation.
- Gallery administration
- Marketing of gallery

ARTSPHERE WEBSITES FOR ARTISTS- DIRECTOR

2007-2017

Established, marketed and managed a website business, Artsphere, providing user-friendly websites for artists and galleries.

ANNA SCHWARTZ GALLERY- MANAGER

2002-2006

Management and administration of gallery, database and marketing.

EDUCATION

UNIVERSITY OF MELBOURNE

2001-2002

Master of Art Curatorship

1996 - 1999

Bachelor of Arts (Honours)

ADMINISTRATIVE SERVICES

Optias is supported by a strong administrative team



ASHOK KUMAR

Ashok Kumar is the Financial Controller of Global Access Partners and the TCG Group of Companies. He has been working at TCG for over twenty-five years. He is responsible for the over sight of the financial management of more than fifty companies, including Optias.



SANDHIYA PRATAP

Sandhiya joined TCG in 2001 as an Assistant Accountant and is currently the Senior Accountant for the TCG Group.

Before joining TCG, Sandhiya was a Tax Assessor for the Fiji Islands Revenue and Customs Authority and has also worked for several other organisations.

Beyond her professional work, she serves on the board of Lighthouse Community Care, a non-profit organisation, and is an active member of her local church, the Lighthouse Christian Centre.

Sandhiya holds a Bachelor of Arts Degree from the University of the South Pacific, where she took double majors in Accounting, Financial Management and Economics.



NANCY LU

Nancy joined the accounts unit of the TCG Group as an intern in October 2014 and is now responsible for bookkeeping and tax compliance.

She has a Bachelor of Accounting degree from Jiangnan University in China and a Master's in professional accounting from the University of Technology Sydney.

Nancy previously worked for a Chinese audit firm and was the Operations Manager at an Australian travel agency.