


ELECTED DIRECTOR BALLOT 2020 – CANDIDATE INFORMATION

Name:	Jennifer WILSON	
State:	NSW	
Candidate statement (max 500 words):	<p>Hi, I'm Jennifer and I'd love to explain why I want to join the Board of auDA, my commitment to organisational governance and growth, and determination to ensure the voices of auDA members are heard.</p> <p>Like most of you, my main dealings with auDA have been as a 'consumer'. That said, as members, we understand the role of the domain administrator and the interesting intersection this creates between regulatory, government, membership and other stakeholders - all whom have different expectations and requirements from auDA.</p> <p>I've been involved in digital since the late '80s (I'm giving my age away!) working initially on Interactive Voice Response (IVR) systems, including one of the earliest 'phone' games ever. In the 90's I shifted to websites, working on very early versions of carsguide and realestate. My background in IVR gave me a real interest in information architecture and how users query technology: a fascination that remains with the intersection of humans and technology across all forms of devices, interactions and realities. As the previous owner of a digital development agency, the 13 years spent there overseeing web, mobile and games development gave me a broad view of digital in all its forms, including the importance of a well-administered and ethical namespace.</p> <p>I have been deeply involved with supporting, promoting and growing the Australian Internet, from serving on the board of the Interactive Media Industry Association (AIMIA), through Chairing the Mobile Industry Group (MIG), hosting the networking event Swedish Beers, to currently advising on the International Social Media Association.</p> <p>I have an active interest in governance: managing compliance and the importance of balancing the requirements of a regulatory environment with taking the measured risks that grow an organisation. I was involved in governance for AIMIA, restructuring the relationship between state and federal members and redrafting the Constitution to build better resilience</p>	

	<p>in the Board. I currently sit on the Governance and Risk Committee for Learning Links and oversee governance for LAPC and Neutopia.</p> <p>Additionally, having been an active political campaigner for women’s and LGBTQI+ rights, I have the experience to respond productively to criticism and challenge. In the case of both Mardi Gras and AIMIA, in addition to the formal membership, there was a broader community deserving of connection, respect and having their voices heard. This always required careful balancing founded on integrity, honesty and accountability. I’m aware of the impacts of any ill-considered policy and, if elected, would bring all my broad experiences to the auDA board.</p> <p>I pride myself on always acting honestly, transparently and with the integrity I have a reputation for. I value ethical, authentic engagement with others and strive to offer the same myself. I consider these attributes essential when working as part of a representative body that fulfils both a high-profile public purpose, and also serves Members and a broader community.</p> <p>I really would love to serve as a Director of auDA and would bring my enthusiasm, passion and strategic vision to help guide the future.</p>
<p>Board experience:</p>	<p>CURRENT</p> <p>Like a Photon (https://www.likeaphoton.com/) Valuation: \$16.8m</p> <ul style="list-style-type: none"> - Chair & Director (non-executive), 10/2019 – current - Chair – Governance Committee, 10/2019 - current <p><i>Like a Photon is a multi-award-winning and internationally acclaimed production company based in Brisbane, Australia with film output deals with Universal, a new feature film in production based on a highly popular graphic novel and multiple projects released and in development.</i></p> <p>Learning Links (https://www.learninglinks.org.au/) Revenue: \$17.4m</p> <ul style="list-style-type: none"> - Director (non-executive), 7/2019 – current - Member – Governance Committee, 9/2019 - current <p><i>Learning Links is a charitable NFP working to prevent learning difficulties from causing disadvantage by making high quality services available to children and young people in need; and by advocating on their behalf.</i></p> <p>Neutopia (http://www.neutopia.co.co/) Valuation: \$6m</p> <ul style="list-style-type: none"> - Chair & Director (non-executive), 2/2019 – current <p><i>Neutopia is a Software as a Service (Saas) Learning Ecosystem supporting life-long learning in a social e-learning environment. Currently focussed on student acquisition, rich peer connected learning experiences and alumni management.</i></p>

	<p>Mobile Asset Holdings (trading as SendGold) https://www.sendgold.com/) Valuation: \$32m</p> <ul style="list-style-type: none"> - Director (non-executive), 8/2018 – current <p><i>SendGold is a peer-to-peer digital money platform allowing customers to save, send, pay or gift using gold as easily as cash. Gold is stored in high-security vaults in Australia and insured against damage or theft by Lloyd’s of London. SendGold is rapidly expanding into Asia and the US. As a Director, I have undertaken Anti-Money Laundering training.</i></p> <p>Compton School (http://compton.school/) Valuation: \$1.6m</p> <ul style="list-style-type: none"> - Director (non-executive), 6/2016 – current <p><i>Compton is Australia’s first creative business school, helping individuals and organisations get better at the process of commercial creativity and innovation. The company helps the creative community build viable businesses; and the business community to make better decisions in an era of uncertainty.</i></p> <p>PREVIOUS</p> <p>The Studio (http://www.thestudio.org.au/)</p> <ul style="list-style-type: none"> - Director (non-executive), 2016 - 2018 - Chair, 2016 - 2017 <p><i>The Studio is a creative and media tech incubator fostering and supporting start-up and scaleups in the entertainment, communications, music, games and creative industries.</i></p> <p>Australian Interactive Media Industry Association</p> <ul style="list-style-type: none"> - Director (non-executive), 2006 - 2012 <p><i>AIMIA was the peak industry association for digital media companies. AIMIA was absorbed into the Australian Association for Data Leadership (AADL) 2015 and into Australian Computer Society (ACS) 2019.</i></p> <p>Sydney Gay and Lesbian Mardi Gras (https://www.mardigras.org.au/)</p> <ul style="list-style-type: none"> - Director (non-executive), 1998 - 2002 - Secretary, 2002 <p><i>Mardi Gras is an annual festival, party and parade celebrating LGBTQI+ Pride. ‘Old’ Mardi Gras entered voluntary administration in 2002, eventually passing on all rights to ‘New’ Mardi Gras.</i></p>
<p>Career summary:</p>	<p>Lean Forward (consultancy) 2008 - current</p> <p>A boutique digital consultancy working with companies to help them understand how to more actively engage their audience by getting them to ‘lean forward’. Current projects/clients include:</p> <ul style="list-style-type: none"> • Business Development and Technical Evangelist for The Project Factory (https://www.theprojectfactory.com) • Head of Strategy for Mobile Experience (https://mobileexperience.com.au/) • Technology and Business Consultant for 113 Partners (https://www.113partners.com/) • Mentoring start-up/incubators and accelerators

	<p>The Project Factory (https://www.theprojectfactory.com/)</p> <ul style="list-style-type: none"> - Executive Director (CEO), 2009 - 2017 <p>The Project Factory creates bespoke digital solutions to address the needs of brands, broadcasters, government, and commercial entities. With offices in the UK and Australia, TPF's global successes included Sherlock: The Network (Chinese and English, with partnerships with Amazon, Apple and TenCent), PowerPuff Girls StoryMaker (17 languages) and Quit Now: My QuitBuddy (for the Australian Health Department). TPF was sold to Way To Blue (http://www.waytoblue.com/) in 2015.</p> <ul style="list-style-type: none"> • Secured Screen Australia enterprise funding of \$770,000 in 2011 • Initiated a new focus on health, resulting in 150% business growth in two years • Developed new initiatives in engaging audiences through social media, leading to a six-year relationship with NBCU which included global responsibility for Downton Abbey (2011-2015) • Successfully transitioned the company through acquisition with no loss of staff <p>Previous Roles</p> <p>HWW and ninemsn 2004 - 2008</p> <ul style="list-style-type: none"> - Head of Innovation; ninemsn (2007 - 2008) - Managing Director, HWW Ltd (2004 - 2007) (purchased by ninemsn)
Academic qualifications:	
Professional memberships:	<ul style="list-style-type: none"> - Graduate: Australian Institute of Company Directors, 2017 - current - Fellow: Royal Society for the Arts, current
Appointments, awards, other:	<p>APPOINTMENTS</p> <ul style="list-style-type: none"> - Appointment: NSW Innovation and Productivity Council (2013-2016) - Appointment: NSW Digital Economy Industry Action Plan Taskforce, (2011 - 2013) <p>AWARDS</p> <ul style="list-style-type: none"> - Lifetime Achievement Award: Pink News (founding member of Stonewall Group), 2018 - Award: Outstanding Commitment to the Digital Industry (AIMIA), 2013