

Date: Thursday, 15 August 2013
Time: 12:00-1:00pm (refreshments provided)
Venue: LT 1 (Room 405), School of Physics (Bldg A28),
Physics Road, The University of Sydney

SPEAKER: MARK ENGLUND

Back yourself



Coming from an academic background, the speaker will walk through a set of experiences in a start up company over a 10-year period in pushing out of the comfort zone of technical specialisation and into the commercial abyss of standing up and backing your own business ideas. Huge uncertainty, near misses, constantly feeling out of your depth and a searing appreciation in the ever pressured monthly financials that the buck 100% stops with you - why would you ever head this way?

Biography:

Mark has an electrical engineering degree and started his career working for defence (DSTO in Adelaide) on developing high performance sonar systems for the Navy. He started a PhD aimed at bridging in the advances flowing from the huge investment being made in optical fibre telecommunications to the sonar problem. Excited about the action happening in optical fibre telecoms he joined a startup in Sydney and six months later the market collapsed. Faced with the prospect of moving back to Adelaide, he took a leap into the unknown and put his hand up to take over the business that was heading for wind up. Mark was CEO of Redfern Optical Components Pty Ltd (ROC) from 2002 to 2012. In this period he reconfigured the business model three times, built a world class team and company culture and completed a fund raising of \$6M for expansion. On this platform ROC won two Tier 1 volume customers and Mark successfully exited this business in 2010 to TE Subcom, a subsidiary of TE Connectivity. This broad commercial experience and understanding of the wider optical fibre telecommunication industry was unusual in the larger organisation and specialisation of TE Subcom and resulted in him being promoted to Managing Director of Business Development for TE Subcom. In this role, Mark significantly reconfigured the business model of TE Subcom to effectively re-engage a new market reality. This experience led to him being promoted up two levels from TE Subcom and Mark is now Vice President of Strategy and Business Development of the total Network Solutions segment of TE Connectivity with a combined turnover of \$3.2B and 25,000 employees world wide.

For more information and videos of previous seminars go to:
<http://www.cudos.org.au/education/seminarseries.shtml>