

Date: Wednesday, 8 October 2014  
Time: 5 - 6 p.m.  
Venue: Lecture Theatre 5 (Room 337), School of Physics, The University of Sydney

## **SPEAKER: SIMON POOLE** **Technology Marketing 101**



One issue that all start-ups face is how to understand and learn about the market(s) for their product and, once they have found a market, how to take the product into the market, price it etc. This presentation will address these issues using examples from the presenters experience over 25 years of marketing in the photonics space.

### **Biography:**

Dr Simon Poole is Australia's leading entrepreneur in the area of optical communications, having personally founded and sold two extremely successful photonics companies, Indx and Engana, and being closely involved in many others. He is an engineer, innovator and entrepreneur with over 30 years experience in communications and photonics technologies in academia and industry. As a researcher he was a member of the team at Southampton University in the UK that, in 1986, invented the

Erbium-Doped Fibre Amplifier (EDFA) which is recognised globally as one of the key inventions underpinning the optical communications revolution. In 1988, Simon moved to Australia where he was a founder of the Optical Fibre Technology Centre (OFTC) at Sydney University and also of the Australian Photonics CRC. In 1995, he founded Indx Pty Ltd (subsequently to JDS Uniphase Australia) which, prior to the telecom crash of 2001, became the world's largest manufacturer of Fibre Bragg Gratings.

In 2001, Simon Poole and Steve Frisken founded Engana, raising A\$ 13 million in VC funding. Engana subsequently developed world leading Wavelength Selective Switching (WSS) technologies, and in 2006 was acquired by Optium Corporation for US\$ 43 million. In 2008, Optium was acquired by Finisar, the leading supplier of optical components and modules. Finisar Australia is now the world's leading manufacturer of Wavelength Selective Switches (WSS) and employs over 200 people at its factory in Rosebery, Sydney. These WSS are sold to all the major telecommunications equipment manufacturers in Europe, the United States, Japan and China, and have generated exports worth hundreds of millions of dollars over the past six years.

As Director, New Business Ventures, of Finisar Australia Dr Poole is now leading an internal start-up (with Dr Frisken) to expand Finisar Australia's core activities into the field of Optical Instrumentation.

In 2010 Dr Poole was named Entrepreneur of the Year by Engineers Australia and, together with Dr Frisken, was named as one of the Warren Centre's Innovation Heroes for 2010. In 2013 he was honoured with a Clunies Ross Award, which recognises the outstanding application of science and technology that provides economic, social and/or environmental benefit to Australia. From 2012 to 2014, he was an IEEE Distinguished Lecturer and presented lectures on five continents on the subject of start-ups in photonics. He has over 250 publications in refereed journals and conferences.

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