

I bring financial, commercial and operational nous to innovative Australian companies in a range of industries, and help them through the practical stages of early growth, investment and eventual exit, often via strategic trade sale.

I'm particularly strong at understanding new ideas and translating their potential into commercially viable and pragmatic businesses, and building connections across and between industries, people and technologies.

PERSONAL DETAILS

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Residence 56 Minnamorra Ave, Earlwood NSW 2206
Born 02 August 1963 (dual Australian & US citizen)

UNIQUE SKILLS & EXPERIENCE

- Originated and executed 30+ equity transactions, buy-, sell-side and investment.
- Known across the ICT industry for strategy, operational execution and equity advice.
- Set up and run successful B2B technology marketing operations.
- International exposure to the US, Europe and Asia.
- Financial expertise in equity/valuation, deal structuring and operations (esp. SME).
- Specialist technical knowledge: development, cloud/SaaS, community & spatial data.
- Hands-on experience with a wide range of economically important industries.
- Practical experience with early-stage investment, capital value growth and exit.
- Effective public presenter, coach, mentor and board advisor.

EMPLOYMENT SUMMARY

ICT Strategic Consulting	'04 – Current	Principal
Crosscut Bay Marketing	'13 – '15	Founding Director
Wynbox	'12 - '15	Investor, Advisory Board Member
Shopping.com (eBay)	'06	Australian Director
Obelisk Capital	'01-'04	Vice President - Mergers & Acquisitions
General Electric Info. Services	'99-'01	Consulting, Alliances & Channels Manager
Terrain Technology International	'98-'01	Technical & Development Director
Ingersoll Engineers	'94-'99	Principal Consultant
Strategic Technology Group	'91-'94	Associate Director
Key Centre for Design Quality	'90-'91	Researcher
Cornell University	'81-'91	Researcher, Teacher, Design Facility Manager
Kendall Associates	'81-'85	Foreman & Heavy Equipment Operator

EDUCATION

Ph.D. (Mechanical Systems & Design)	1992	Cornell University
M.Sc. (Computer Aided Design)	1990	Cornell University
B.A. (Computer Science)	1986	Cornell University
B.Sc. (Mechanical Engineering)	1986	Cornell University

ICT Strategic Consulting Pty Ltd, *Principal*, 2004 – present

Through my own corporate advisory practice, I help early-stage and mature technology firms with strategic M&A and practical aspects of growth including investment, development, partnering, hiring, and building marketing and sales.

I've initiated and executed numerous mid-tier (\$1M - \$15M) strategic transactions between industry players, primarily acting for vendors, but also completing acquisition mandates including industry consolidation, investment and targeted technology searches.

I've built an extensive connection base and a very practical experience of how technology companies grow, develop and realise value. As a result, I've become a trusted advisor to many organisations as well as an effective expert advocate and negotiator for my clients.

In recent years I've extended my involvement with the startup community, acting as an advisor, board member and direct investor in several promising startup companies as well as actively engaging with the rapidly-growing incubator and domestic investment sector.

Crosscut Bay Pty Ltd, *Founding Director*, 2013 – 2015

Crosscut Bay provides outsourced B2B marketing services for 'considered purchase' products and services (\$20k-\$2M deal size) in Australia and NZ.

Services include strategy, planning, research, database building, content planning & creation, outbound & inbound marketing and lead capture with a team based in the Philippines.

I set up this business to provide specialised 'marketing basics' at a price SMEs can afford, to help the many technology firms whose growth has been limited by poor selling.

Wynbox Pty Ltd, *Investor & Advisory Board Member*, 2012 – 2015

Assisted and participated in successful capital raising, foundation and development of a startup bringing a patented 'gamification' technology to the online retail sector in Australia. Helped direct development and marketing efforts through a range of trials, eventually finding a niche in the online hotel and travel aggregation market.

Shopping.com Australia Pty Ltd (eBay), *Australian Director*, 2006

For eBay's expansion of online aggregation and price comparison into Australia, I served as the local company director.

Obelisk Capital Pty Ltd, *Vice President – Mergers & Acquisitions*, 2001 – 2004

I transitioned into investment advisory by joining a boutique corporate advisory firm to learn the equity transaction process. I initially put together the sale of a small consulting firm, and then built a successful specialist ICT practice around similar transactions I sourced within the industry.

General Electric Information Services – GE Global eXchange Services 1999 – 2001 *Consulting, Alliances & Channels Manager*

During the 'dot-com frenzy' I managed consulting, professional services and external partners delivering eCommerce solutions to retail, automotive, FMCG, and consumer durables industries.

I built an indirect sales channel and initiated a strategic relationship with an international consulting firm which was subsequently taken up globally.

My role included strategic thought leadership and building a public presence as 'the public face' of GEIS in Australia.

Terrain Technology International Pty Ltd, *Technical & Development Director, 1998 – 2001*

Sourced venture capital backing and purchased the IP of a failed software firm, bringing it to market as a new engineering CAD and graphics application for surveyors, civil engineers, mine and road designers. I managed the technical team to deliver within a fixed, short time frame, as well as contributing to marketing and development of sales and distribution.

Ingersoll Engineers (IE Management Consultants Pty Ltd), *Principal Consultant, 1994 – 1998*

As a lead consultant and independent expert, I identified, sold, and delivered performance improvement projects to clients in Australia and Asia. Specialties included IT, product development, supply chain integration, and advanced manufacturing technology.

At various times I reorganised IT, R&D, purchasing, planning, and operations for clients in consumer & industrial electronics, heavy fabrication, mining, armed services, gaming, auto manufacturing, metal foundries, steelmaking and consumer goods. I worked extensively with Andersen Consulting (now Accenture) providing specialist expertise to projects in 5 of the largest *chaebol* conglomerates in South Korea.

Alkmaar Consulting Services, *Director, 1993 – 1994*

Assisted in building an import-export business between Australia and Holland.

Strategic Technology Group, *Associate Director, 1991 - 1994*

Built and managed a bespoke development team delivering Computer-Aided Design (CAD) and Geographic Information Systems (GIS) to engineers, designers, property managers, railroads, utility operators and mine planners. Developed business among government and private companies by introducing ourselves and our specialised skills and service portfolio.

Association for CAD and Structures, *Conference Director, 1991*

Managed logistics for Australia's largest Computer-Aided Design technical conference.

Key Centre for Design Quality (Sydney University), *Research Associate, 1990 – 1991*

Conducted research in the application of advanced spatial data to the architecture, building, construction, planning and land management industries.

Cornell University – Mech. & Aerospace Engineering, 1986 - 1992

Researcher – Engineering, CAD
Teaching Assistant – Engineering, Computing
Design Facility Manager

Conceived and initiated research in a novel application of Computer-Aided Design and obtained full funding for 5 years from the US National Science Foundation (NSF). Conducted original research into engineering design while teaching a variety of engineering graduate courses and building a (then unique) interactive graphics teaching facility.

Cornell Programmable Automation, *Graphics Programmer II, 1987-1988*

Undertook development of a solid modelling graphics system, parts of which are still key elements of several market-leading CAD systems and other developing technologies.

Kendall Assoc. Landscaping, *Foreman and Heavy Equipment Operator, 1981-1985*

With a hard-working team, executed residential landscape constructions in brick, stone and wood, and specialised in brick patio and railroad-tie retaining wall constructions. I was also responsible for operating and maintaining equipment, including a track-loader, backhoes, trucks and trailers. Conducted independent site surveys of prospective developments.