

MICHAEL CLIFF

Michael has extensive national and international experience in business development and organisation. He is currently providing consultancies on business development, marketing and information management to both the private and public sectors. He is also the CEO of a new start-up company WhyWurry Internet Solutions which will provide value services to consumers.

Prior to undertaking these new activities Michael was part of the executive team with TOWER Software for 11 years. Working in sales and marketing, international business development and global marketing he was a key contributor to the growth of the company over this period. When he left in 2007 to pursue other opportunities the company had grown from an annual turnover of \$880k to \$45m. During this time he established the UK and Canadian offices and contributed to the continued growth in the US. He also oversaw opportunities in South Africa, New Zealand, Malaysia and Singapore.

Prior to TOWER Software Michael occupied senior positions in the Australian Federal Government and was part of the commercialisation process of a number of business units in the former Department of Administrative Services.

Some of his strengths are

- Maintaining extensive local and international networks
- developing long standing relationships that benefit all parties,
- researching and seeking out new opportunities
- developing business and information management plans
- researching and understand market and customer needs