

Dr Sally Ernst MBA, DBA

## Extended Bio

*Author, top rated cyber security handbook for executives – Gotcha!*

### **Board-level Summary**

- International Board experience
- Senior commercial background
- MBA and Doctorate, specialising in tech entrepreneurship and radical innovation
- Regulatory familiarity in a number of local and international commercial settings
- P&L management, drivers and oversight
- Deal economics and business modelling
- Individual and organisational mentoring and advisory
- Cloud computing heritage
- Cyber security governance, translation, investment, startup and consultancy
- Radical innovation track record

### **Current Board and Committee positions:**

- Board Member, Australia-Israel Chamber of Commerce (QLD),
- Secretary, Association of Fraud Examiners (Brisbane)

### **Previous Board and Committee positions:**

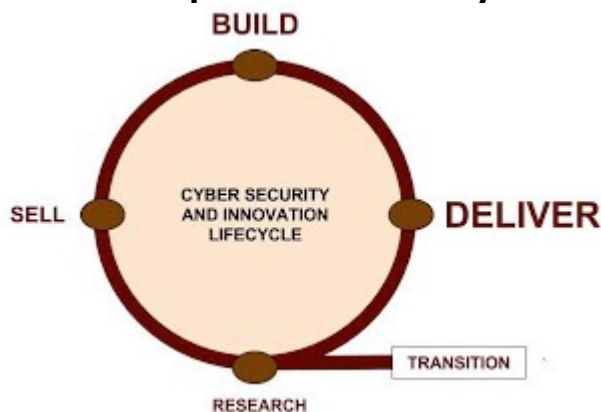
- Research Lead - Board Directors/ Business owners and Cyber Security Engagement (2014, AISA National Conference, with Lani Refiti)
- Advisory Board, London Entrepreneurial Exchange - London (2012-13; now E2Exchange)
- London Business School Mentor - Entrepreneurship Summer School
- Research Lead – Global Entrepreneur Indicator, Entrepreneurs Organisation – Global (2010-2012)
- UCL Examiners Board (MSc Tech Entrepreneurship), London (2010)
- Board Chair/Member, Entrepreneurs Organisation – UK (2008/9, Chair 2009/10)
- Investor/ Consultancy – Event Zero (EPM Technical translation for pitch, market research + Innovative security/encryption technical translation for PoC pitch)– Australia/UK (2008/9)

- Board Member – Membership, Institute of Management Consultants – Australia (2005)
- Consultancy (Technical Translation for Patent)/Investor - Silver Lining (DVD/CD Encryption)– Australia/UK (2004/5)
- Subsidiary Board Member – WebCentral Complex (wholly owned subsidiary of WebCentral) (2001-2003)

### **Awards and recognition**

- 2012, 2013, 2014 – Finalist - Advance Australia Business Women in the UK
- 2012 MGSM Alumni Winner – Rising Star Award (Presented by former Prime Minister, Hon. John Howard)
- 2011 Invitation to meet the Queen at the Buckingham Palace Reception in advance of Her Majesty’s visit to Australia
- 2009 – Finalist– Qantas Advance Australian Business Women in the UK

### **Executive experience summary**



- Corporate venturing
- Major account management and development, including government, tech, and banking and finance
- Channel creation and development, partner programmes and wholesale business
- Robust and recognised industry and media-worthy research leadership
- University lectures and curriculum module development
- Industry talks and CPD/CPE accredited training
- Security, software, and BPO (outsourcing and offshoring)

### ***Current Executive Position***

- Co-Founder, Director: Australian Cyber Security Network Pty Ltd (2013-Present)
- Director, UK Cyber Security Network Ltd (2013-Present)

### ***Previous Executive Positions***

- Start up team CloudStaff (formerly SinoCode) – Australia, UK, China, Philippines - Joint CEO (2003-2013)
- Lecturer UCL – MSc (Tech entrepreneurship) – entrepreneurial marketing (2010/11)
- Lecturer QUT MBA – ecommerce, entrepreneurship (2003/4)
- Start up team WebCentral Complex - GM/CEO (2000-2003)
- Start up team WebCentral – BDM to VP Sales (1998-2000)