

## **WALTER ADAMSON**

**Consultant**

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### **Executive Profile**

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Hands-on executive currently offering business strategy and development advice to IT service companies and their clients. Advisor to public-listed and global IT companies on business unit renewal and market-facing business development initiatives, leading to improved contribution, more manageable risk, and sustainable customer relationships. Direct experience large-scale solution sales and in advising on engagement, solution and channel strategies for IT providers.

Most recently assisted C-level execs in due diligence assessments, in providing innovation strategies in outsourcing arrangements, and as an Advisor to the ICT Strategy Board of Victoria.

Previously held a corporate role as VP Strategic Planning for Computer Sciences Corporation (Australia/New Zealand), and prior to the CSC role was VP of BHP Information Technology (BHP IT), a wholly-owned subsidiary of BHP-Billiton Ltd.

Directly responsible for strategy, marketing and projects in Australia and various Asian countries e.g. planned and started the Asian IT business, building a team of 50 staff operating in Indonesia, Malaysia, India, Singapore, Hong Kong, Thailand, and Vietnam. In Australia conceived and executed the Marketing and Sales strategies which by 1996 grew BHP IT into Australia's most successful Systems Integration company. Increased sales revenue from AUD\$43m in 1989 to \$240m in 1997.

Acknowledged as the founder of BHP Information Technology (BHP IT) in 1989, where he created and held positions including first Director Marketing, first Director Systems Integration and first VP International Business.

In 1998, selected by BHP Ltd to lead a high performance consulting team tasked to recommend an Information Systems Sourcing Strategy for the forthcoming decade, resulting in the tendering and sale of BHP IT to CSC in May 2000.

A strategic thinker with strong sense of entrepreneurship and accountability, Walter has been able to deliver entrepreneurial results at a senior corporate level, with innovation, strategy and execution as the hallmarks. Holder of 5 Australian patents, an M.Sc., and undertaken advanced management training.

### **Advisory Competencies**

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#### *INFORMATION SYSTEMS INDUSTRY*

#### **Strategy**

- ✦ Reinvention strategy for \$150m business unit of ASX-listed firm, advising CEO
- ✦ Reinvention strategy for Consulting/Systems Integration unit of TOP-5 global IT Corporation
- ✦ In 1998 led team which developed an Information Systems Sourcing Strategy for BHP resulting in the sale of BHP Information Technology to CSC in 2000
- ✦ Conceived and developed business strategy and business model which formed the foundation of BHP Information Technology business unit established by BHP in 1989.

#### **Innovation and IP**

- ✦ Led software IP due diligence of acquiree company prior to takeover by listed ASX firm
  - ✦ Creator and owner of DILIGENT™ open source commercialization process
  - ✦ Conducted competitive IP & patent analyses for Genesis Tech Ventures (Australia)
  - ✦ Principal holder of several patents in IT and mobile commerce business methods.
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### **Marketing & Commercial and Business Project Implementation**

- Advised leading companies on sales models and lifecycle engagement strategies
- Managed sales and account management BHP IT 1989 to 1992, won \$49m contract with the Department of Foreign Affairs and Trade of the Australian Government
- Conceived and executed BHP IT marketing strategy in Australia and Asia
- Won & delivered large systems integration projects with Asian customers including:
  - Krakatau Steel and Mercedes Benz in Indonesia
  - The High Court of Singapore
  - The Kuala Lumpur Stock Exchange
  - Tata Iron & Steel Company (TISCO) India, and Philip Morris International – Hong Kong.

### **Management Consulting and Implementation**

- Director/Advisor to several IT and telco services start-ups and SMEs
- Independent Member and Advisor to ICT Strategy Board of the Government of Victoria
- Led consulting study & implemented findings, of BHP IT Management (Quality) System
- Direct accountability – sales and profit - to implement BHP IT strategy in Australia & Asia.

### **Qualifications**

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*Graduated from the following formal studies:*

- **M.Sc.** in Computing Science - University of New England, Australia.
- **B.Sc.** in Mathematical Statistics - University of New South Wales, Australia.
- **Certified Information Systems Auditor** - Information Systems Audit and Control Association (The Certified Information Systems Auditor (CISA®) program is the globally accepted standard of achievement among IS audit, control and security professionals).
- **Advanced Management Program** - Monash University Business School <sup>1</sup>  
([www.mteliza.edu.au](http://www.mteliza.edu.au))

Undertaken numerous executive development and training programs during his corporate career.

**Community:** Awarded “*Friend for Life*” by Berry Street Refuge and Community Centre, for contributions over a 20-year period.

**Languages:** Japanese Language Proficiency Test <sup>2</sup> Level 4 – passed. Currently studying Japanese. Past fluency in Indonesian. Tourist fluency in French.

**Work Permits:** Able to hold unrestricted employment positions in Australia and Japan.

### **Web Touchpoints**

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1. Main website with offer and free articles at: [www.digitalinvestor.com.au](http://www.digitalinvestor.com.au)
2. Regular views, news and analysis of IT/telco industry at: [www.DIblog.com](http://www.DIblog.com)
3. Focus on telecoms services and mobile content at: [www.imodestrategy.com](http://www.imodestrategy.com)
4. First open source business process for technology commercialization at: [www.OpenTTO.org](http://www.OpenTTO.org)

***Uncommon answers to common questions,  
for investors, owners and users of IT.***

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<sup>1</sup> Mt Eliza Business School is the only Australian Business School ranked in the Top 30 world business schools by the Financial Times survey of executive non-degree management schools 2001, 2000, 1999.

<sup>2</sup> International Japanese language test administered by the Japanese Government. Level 4 is entry level.