



# WORKTECH™ 12 Melbourne

work • workplace • technology • innovation

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**Jamie Andrew**  
 Director, Operational Excellence Asia, Johnson Controls

TOP

With over 17 years experience in Facility Management spanning the UK, Singapore and Australia, Jamie has held a number of positions in his 13 years with Johnson Controls covering Project Management, Account Management, Consulting, and more recently leading Transition and Operational Excellence for GWS in the Asia region.



**Vanessa Beggs**  
 Head of Change – Workplace programs, Commonwealth Bank

TOP

Currently leading the change management team responsible for the largest workplace change the Commonwealth Bank has undertaken, Vanessa is a strategic thinker, with a keen interest in the relationship between the achievement of business and customer objectives, with improvements in employee engagement and corporate culture.

Vanessa commenced her career in corporate real estate and has obtained deep and varied experience in all aspects of the property industry across a number of large corporations.

Excelling in roles spanning: relationship management: program



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Excellent in cross spanning, relationship management, program management; stakeholder management; space planning and portfolio optimisation, Vanessa has most recently focussed on endeavours that improve employee engagement, communications and effect cultural change.



**Charles Brass**  
Chairman, Futures Foundation

TOP

As the Chairman of the Futures Foundation, the professional association for Australia's practicing futurists, Charles Brass is ideally placed to identify the forces and trends which are shaping Australia's future. He is also an active member of all major international futures organisations.

Charles is a regular commentator on the future in print and on radio and TV and speaks on creating the future (he has a particular interest in the future of work, money and community); on life-work balance (for which he prefers the term 'right livelihood'); on leadership and people management (in both corporate and community settings) and on other issues of contemporary importance (such as why just surviving in the world seems to be getting harder and harder for more and more people).



**James Calder**  
Director of Research and Consulting, Woods Bagot

TOP

James leads Woods Bagot's global consulting and research teams, he is a board member, drives the global research initiatives and sits on The Global Studio Executive. James is a practitioner, facilitator and part-time educator interested in all facets of the strategy, design and use of the workplace. He has extensive experience in Europe and the Asia Pacific with the world's pre-eminent organisations across most business sectors. James has developed workplace strategies for lawyers, professional services firms, investment banks, retail banks, universities and the public sector. James has a global reputation for providing clients with strategic consultants advice on the built form of the future

workplace.



**Emily Dean**  
National Leasing Manager, Telstra Corporation Limited

[TOP](#)

With extensive and broad property experience, Emily Dean is the National Leasing Manager for Telstra Corporation Limited. This challenging role oversees the delivery of leasing solutions and management of Telstra's national property portfolio including 940,000m<sup>2</sup> of commercial office, retail and industrial space and 1,400,00m<sup>2</sup> network telecommunications space.

Emily's experience in managing all leasing and transactional aspects of Telstra's substantial portfolio, equates to first hand knowledge of the issues facing corporate real estate in Australia.



**Richard Gee**  
Director Commercial Property, Brookfield Multiplex Services

[TOP](#)

Richard has 18 years in the property industry, the last 12 of which have been spent advising and delivering property services to occupiers of real estate. Prior to working at Brookfield Richard was an Associate Director at PWC where his mandate ranged from undertaking Corporate Real Estate and FM outsourcing for clients to providing strategic property and portfolio advice to clients nationally.

As Director of Commercial Property at Brookfield Multiplex Services Richard is responsible for the delivery of real estate management, real estate advisory, facilities management and project management services to occupier clients nationally. Richard is responsible for Brookfield Multiplex Services' Commercial Property business unit. This encompasses the delivery of Real Estate, Facilities Management and Project Management services nationally to the occupier sector.

[TOP](#)



## Wendy Geitz

Wendy Geitz, Head of DEGW, Australia and NZ

Wendy Geitz is the Head of DEGW for Australia and NZ. She joined DEGW in March 2010 after 20 years experience in organisations such as Lend Lease, NAB, and the Centre for Workplace Culture Change. Wendy's focus is on building capacity and capability, aligning the complex interplay between place, people and processes to create productive, meaningful and enlivened places to work, live and play. With user centred design forming the backbone of any solution large or small, Wendy has worked across urban revitalisation projects as well as within organisations developing their workplace strategy. Her experience covers many sectors including education, government, media, not-for-profit and corporate clients.



## Jason Heredia

Vice President, Marketing, Steelcase Asia Pacific

TOP

Jason Heredia is vice president of Marketing for Steelcase Asia Pacific. He leads product and marketing in the Asia Pacific region based in Hong Kong. Since joining Steelcase in 1992, he has held roles in Advanced Concepts, Applied Research, Sales and Marketing.

Previously, Jason was Vice President of Marketing for Coalesse, a premium brand of Steelcase Inc. focused on creating furnishings for the new ways people work. Coalesse collaborates with the world's leading designers to create inspirational furnishings that provide new live/work lifestyle solutions that incorporate insights about the changing nature of work. Appointed to this role in March 2007, Jason oversaw Coalesse's global marketing and product portfolio.

In 2000, as part of Steelcase's Advanced Concepts Research and Development team, he led observational user-insight studies, beta site development, and research "deep dives", that utilized the IDEO innovation process to envision future product and business concepts. He also co-led development of BlueSpace, a joint effort with IBM Watson Research Labs, which sought to understand the emergence of ubiquitous computing in the workplace.

Quoted as an expert on the workplace and the future of work in leading publications such as the New York Times, Fast Company, Metropolis Magazine and Dwell, he is a native of the state of Indiana in the United States.



**Robert Hitchcock**  
Project Director GPT

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Robert Hitchcock, Project Director GPT, is an admirer and enquirer of all things built and how they interact with the people that use them. He has been involved with the creation of a number of leading work environments including Campus MLC and 30 the Bond for Lend Lease. Robert has been in the property industry for over 15 years and most recently was responsible for the creation of GPT's new work environment in the iconic, Harry Seidler designed MLC Centre. The project formed part of the reinvigoration strategy for GPT and required the integration of technology, the built environment and change management to create a world class sustainable work environment that supports GPT's organisational and cultural aspirations.

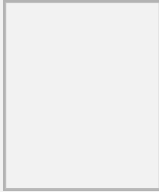


**Luc Kamperman**  
Managing partner Veldhoen + Company Australia / New Zealand

[TOP](#)

Luc Kamperman is a managing partner of Veldhoen + Company, a Dutch consultancy firm that originally developed the Activity Based Working (ABW) philosophy in the Netherlands in the early nineties. Luc founded the Australia / New Zealand branch in 2009 after being the lead ABW consultant for the Macquarie Bank Shelley Street project in Sydney. Most recently Luc advised CBA in developing and implementing their version of ABW which, together with the Rabobank in the Netherlands are the largest examples of ABW globally.

Luc holds a Master in Business Management and focuses on effective transitions to future workstyles, primarily from a change management perspective. He believes that logic can take you from A to B but imagination can take you anywhere.



### Victoria Kearney

Senior Manager, Strategy & Policy, Department of Treasury & Finance

[TOP](#)

Victoria currently works in the role of Senior Manager, Strategy & Policy, Government Services Division, Department of Treasury and Finance. Since 2008 she has been the project lead for the 'Workplace for the Future' project. A project focusing on developing an integrated approach to whole of government planning and the design, development and testing of the DTF's Workplace for the Future accommodation prototype. Victoria has work in government as strategic planner for over 20 years in state Health and local government, in Victoria and New South Wales. Victoria took a five year break from the public sector in 2000 during which time she worked as the Environmental Training Manager for Blue Scope Steel, lecturer at University of Western Sydney and a national lobbyist on water policy. Victoria current work and research interests include public policy planning and financial reform, sustainability management and cross boundary collaboration. She submitted her PhD in Geography and the Environment for examination in September 2011.



### Rosemary Kirkby

Head of Sustainability, GPT

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As Head of Sustainability, Rosemary is responsible for ensuring GPT continues its international leadership in the application of sustainability principles into its business. Rosemary has more than thirty years' experience in the property and financial services sectors, including more than twenty years at Lend Lease, MLC and National Australia Bank. Over the past ten years Rosemary has combined her experience in cultural change, leadership development and organisational behaviour with design to lead the development of multi-award winning workplaces. These developments include Campus MLC, Challenger's head office in Sydney and the National Australia Bank headquarters in the Melbourne Docklands. Rosemary uses the design process to cultivate the right conditions for developing strong communities. She

does this by engaging people in the co-creation of those environments, paying equal attention to the social and physical infrastructure.

Rosemary's focus on embedding an intensely local approach to social sustainability within GPT's processes, operations and developments starts with partnering with employees and includes tenants, suppliers and the communities in which GPT operates.



**Brad Krauskopf**  
CEO and Co-Founder of Hub Melbourne

[TOP](#)

Brad Krauskopf is an entrepreneur, innovator and facilitator who works at the forefront of the emerging coworking movement. He is the CEO and Co-Founder of Hub Melbourne, which he established in 2011, following his discovery of the global Hub network (where he worked with the Hub Madrid and former Hub World team). Since Hub Melbourne's opening, 500 diverse members from across corporate, government, education, small business and community have joined to drive innovation through collaboration. At the core of Hub Melbourne is a coworking and innovation space in the CBD which Hub members use for working, meeting, learning and events. More than a space, Hub actively works to enable collaboration across sectors, disciplines, departments and geographies. He regularly consults to organisations that aim to establish collaborative workspaces and practices. He has lived and worked in Madrid and Boston and previously founded two successful businesses in events management and technology respectively. He serves as a micro-trustee of Awesome Foundation Melbourne and is on the advisory team for RMIT's Social and Environmental Enterprise Development program (SEEDs).



**Kate Langan**  
Group General Manager Property, ANZ

[TOP](#)

Kate Langan joined ANZ as Group General Manager Property in late 2009, responsible for 1.4 million sqm of space across 31 countries. Over the last year, Kate's role has focused on ANZ's Super-



regional agenda, the integration of property from both national and international acquisitions, and the Bank's continued commitment to Australia & New Zealand as demonstrated by key property investments.

Prior to joining ANZ, Kate was a Regional Director with Jones Lang LaSalle, where she held a number of senior property roles in both Singapore and Australia, managing the international portfolios of DBS, Procter & Gamble and the Australian Taxation Office.

A qualified Architect by profession, Kate has practiced architecture in London, Sydney and Hong Kong, where she lived for eight years, and was responsible for the Bank of America's portfolio across 14 countries &, subsequently, for the British Council's facilities during the hand-over of administration from Britain to China.



### Andrew Marshall

Lead, WorkPlace Services, Johnson Controls Global Workplace Solutions, Asia

TOP

Andrew is an experienced workplace strategist with over 15 years of workplace design and change management experience for a number of organisations both in house and external and leads the WorkPlace Services team for Johnson Controls Global Workplace Solutions across Asia.

Andrew's key role is working with organisations to extract value from the workplace, through integrated business and workplace solutions. His most recent focus has been with a number of technology and industrial clients implementing new ways of working and property rationalisation programmes.

Andrew has spoken at several events in Asia, including Asia Office Space Congress events in Shanghai and Hong Kong, and was a panelist at the WorkTech Asia 2011 conference held in Singapore.

TOP



### Riccardo Rizzi

Head of Sustainability for ISIS

TOP

Riccardo Rizzi has 15 years experience in environmental management in diverse roles that include office construction, government regulation, airport management, environmental consultancy and industry.

Riccardo is the Head of Sustainability for ISIS, a leading fit out and refurbishment company. Since 2006, ISIS has built over a third of all national Green Star Office Interior fitouts. ISIS is currently investigating the office occupant satisfaction from its Green Star offices and is also developing ways to cost effectively improve the environmental performance of fit-out projects

Riccardo believes that re-living old buildings needs to incorporate sustainability to make true business sense.



### Philip Ross

Futurologist & CEO, Cordless Group & UNWORK

TOP

Philip will look at new, emerging technology that is slimming down our workplaces, reducing costs by up to 30% while at the same time providing new types of space that are more aligned to future work styles. He will also show some examples of thin workplaces from around the globe, focusing on innovation in the USA and Europe.

Philip is an author, consultant and commentator specialising in the future of work. He predicts the way that new trends and forces such as emerging technology will shape how we work, live, learn and enjoy leisure.

He has written a number of books on the future of cities, work and workplace including The Creative Office, The 21st Century Office and Space to Work (all co-authored with Jeremy Myerson). He has also contributed to a number of other books including the Corporate Fool and the Responsible Workplace.

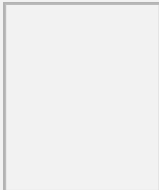


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**Neil Salton**  
Director of Consulting Asia, Woods Bagot

Neil is an experienced and very business focussed workspace consultant. He is particularly interested in helping clients understand the cultural, psychological and technological dimensions of the workspace, to create more effective and productive space. Currently based in Hong Kong he has lived in Asia for several years and has delivered projects in Singapore, China, India, Australia, Europe and N.America. Neil has worked with many global clients such as HSBC, Standard Chartered Bank, Macquarie Bank, Barclays, SAP, Nokia, Deloitte and Rio Tinto and his work ranges from Change Management to Design Briefing and developing WorkSpace Technology strategies. As well as his work for Corporate clients he has also worked on a number of School and University projects as part of the UK Building Schools for the Future (BSF) programme.



**Steve Schinck**  
Director, Strategy and Policy, Department of Treasury and Finance

TOP

Steve joined the Department of Treasury and Finance 13 years ago as the Assistant Director for Financial Reform responsible for the implementation of major financial and managerial reforms across the Victorian Public Sector including accrual accounting, output budgeting, performance reporting and effectiveness reviews. In 2003 he joined DTF's Strategic Management Division as Director for strategic planning, risk, HR strategy, organisational and culture development. In 2008, he moved to the Government Services Group as Director, Strategy and Policy. He drove the creation of CenITex, the Victorian Government's ICT shared service provider and was an establishment board member of that entity. He has been responsible for a range of efficiency reforms including the business case for a single government desktop and network, the development of a new procurement framework, the Greener Government Buildings Program which recently won the Premiers Sustainability Award and the workplace for the future prototype testing the use of smaller accommodation footprint with more flexible and collaborative spaces.



**Gerry Taylor**  
Creative Director, OrangeBox

[TOP](#)

Gerry Taylor is the founder of Gerard Taylor Design and the Creative Director of Orangebox. He studied product design at the Glasgow School of Art and achieved a Masters Degree in Industrial Design at the Royal College of Art, London. On graduation he was hired by the influential and pre-eminent Italian Designer, Ettore Sottsass and joined his Milan design studio. For five years he worked with brands such as Knoll, Esprit, Artemide and Phillips and participate with Memphis, which went on to dominate the international design scene during the 1980s. Returning to London he established his own design consultancy to work with diverse UK companies including French Connection, BBC, Habitat and Selfridges. In addition to his retail and interior work his studio collaborated with International office furniture brands including Knoll, Steelcase and Bernhardt. Most recently Gerry has focused on his Creative Directors role at Orangebox, helping the company to grow into one of the UK's most progressive, successful and innovative office furniture companies.



**Will Walker**  
Head of Business Services, Macquarie Group

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Will Walker is the global head of business services for the Macquarie Group and has delivered some of the world's best workplaces of recent times. James Calder, Director of Research and Consulting, WoodsBagot and Will have collaborated for over a decade and will present some of their recent work and their ideas on the future workplace.

Will Walker is an Executive Director of Macquarie Group. Over the last 14 years, Will has grown the Facilities team of six in Sydney to the Business Services Division – a team of approximately 300 staff across 27 offices.

As Head of the Division, Will and his team have global responsibility for

Corporate Real Estate, Client Services, Global Security, Business Resilience, Events Marketing and Sourcing & Commercial for the Group. Together they are responsible for delivering successful infrastructure and services that support the alignment of innovative, commercial and forward thinking solutions tailored to meet the requirements of the Group's clients, shareholders and staff.

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