

UBSS Course Advisory Committee Membership

As at January 2022

In alphabetical order

Title	Name	Position	Internal/External
Mr	Simon Chhoeu	Chair	External
Associate Professor	Ashok Chanda	Provost Virtual Campus UBSS	Internal
Mr	Rahul Daga	Member	External
Mr	Dennis Furini	Member	External
Associate Professor	Cyril Jankoff	Executive MBA Program Director	Internal
Ms	Bernadette Or	Member	External
Mr	Lawrence Porter	Member	External
Adjunct Professor	Art Phillips	Director Centre for Entrepreneurship	Internal
Adjunct Professor	Jamie Rigg	Member	External
Associate Professor	Wayne Smithson	Program Manager Undergraduate	Internal
Professor	Andy West	Dean UBSS	Internal
Assistant Professor	Richard Xi	Senior Post Graduate Coordinator/ Secretary	Internal

Chair
Simon Chhoeu



Simon is a principal and partner of Wintergate & Associates and Wintergate Group, a Practice which had its origins in the establishment of J.F. Smith & Co. in the 1930's and which in 1955 became Smith Jones & Co.

Simon has completed a Bachelor of Accounting and a Masters of Taxation Law with Honours at the University of Technology Sydney, Graduate Diploma of Financial Planning at the Securities Institute of Australia and Certified Financial Planning course at the Financial Planning Association (FPA). He is also a CA and a FCPA.

Simon also has extensive experience in the area of self-managed superannuation funds and employer superannuation plans, estate planning and succession planning for family businesses.

Simon is a member and on the Board of various community groups and non profit organisations. He is currently an Executive of CPA Australia (NSW) Division.

Associate Professor Ashok Chanda



Dr Chanda has a great passion for building 'New Age Learning' and 'Digital Transformation' in education industry. Ashok has been driving online MBA and Technology Enhanced Learning, building a change from a conventional learning delivery to an online learning delivery. In past, Ashok was associated with Australian Institute of Business and Education Centre for Australia, wherein he played a key role in building these organisations. Ashok has extensive experience of education management, compliance and academic management.

Ashok has a PhD in Management from University of South Australia, Adelaide and holds an MBA. He has authored three business books on business strategy, organisational performance and strategic HRM and numerous research papers. He has also been involved in academic leadership being a part of Academic Board of APIC, AIB, Universal Higher Education and Governing Board of ASBM University and Editorial Board of ASBM International journal. He has also actively participated in teaching being an adjunct faculty with Indian Institute of Management, Asian School of Business Management and lecturer with UNISA, Australia

Ashok in his career spanning more than 25 years has been a business professional and has led large corporations as a Chief Executive and at a senior management level in oil and gas, construction, mining, energy and logistics industries and has been instrumental in its growth and success. Ashok has built capabilities with a diverse expertise in global leadership roles covering established and emerging markets.

He is currently the Provost of the Virtual Campus of UBSS.

Rahul Daga



Rahul has been associated with UBSS (and GCA) for a number of years as our preferred supplier of printing and merchandise.

Rahul studied printing technology in India and the UK. He started his career on the production floor and worked his way up to customer service and sales to get closer to his dream of 'starting his own business'. After studying in UK, he visited the Drupa exhibition in Germany – the printing industry's *Mecca*. The Drupa exhibition opened Rahul's eyes to tremendous opportunities in the printing industry.

Without the capital he needed for equipment, premises and employee wages, Rahul took the plunge to go mobile in his first business venture. There were huge challenges to overcome, with no customers and no physical address. For most of the first two years, he mainly conducted the business through way of knocking on doors as most people were not aware that there was a Snap franchise in the area. As he did not have a physical property or address, it took numerous follow-up phone calls and appointments to reach a stage where he could earn enough to pay himself a salary each month.

Without physical address, Rahul's approach to his prospects was very proactive. He would inform them that 'I will come to you to understand your requirements' and 'you will not have to leave the office'. This worked with most of the clients as it saved them a trek to a shop and leaving the comfort of their office facility. By meeting his clients in an atmosphere in which they felt at ease, this assisted Rahul in understanding his clients - and their budgets -so that he could suggest appropriate options tailored specifically to their needs. This has helped him achieve high customer satisfaction and new business by referrals.

Reaching his current revenue has been a big achievement and is heartening for Rahul, who has also been juggling his time while he completes an MBA.

Dennis Furini



Dennis Furini was the former CEO of the Australian Computer Society (ACS) from 1999-2007.

He is an IT industry veteran who previously held senior positions at Phillips for 17 years and 10 years at Sydney Water.

While CEO of the ACS he oversaw the foundation and growth of the ACS Foundation. The ACS Foundation was launched in 2001 and works students and education providers to help IT graduates enter the workforce and source internships. Since 2001, the ACS foundation has awarded 6000 scholarships to Australian students. Dennis served as the secretary of the ACS Foundation.

He was instrumental in putting together the ACS policy proposals on migration.

He is sort after as an industry expert in all things IT. He has a particular focus on communications, management, and leadership skills. He is passionate about educating the next generation of IT professionals.

Dr Cyril Jankoff



Cyril is a regular speaker and trainer in Australia and overseas in relation to the buy-side and sell-side contracting, and associated areas including business acumen/awareness, business improvement, negotiations, meetings, contract and commercial law, risk and finance. Throughout his over thirty-year career he has worked in diverse industries and practiced as a public accountant, financial controller, solicitor, in-house counsel, country manager and a business consultant. He also mentors in the above areas. Cyril has taught at all corporate levels and since 1986 he has continually taught a range of business subjects to vocational, undergraduate and graduate university students.

Cyril is a highly qualified practitioner with formal qualifications that include a Doctor of Education, *RMIT University* (thesis related to business acumen/awareness, business improvement in privately owned businesses and continuing professional development of senior management and external advisers); a Master of Business Administration, *Edinburgh Business School*; a Graduate Diploma of Taxation, *RMIT University*; a Bachelor of Business (Accounting), *RMIT University*; a Bachelor of Laws, *University of Melbourne*; a Diploma of Contract Management, *Australian Institute of Management* and a Certificate IV in Training and Assessment, *Australian Institute of Management*.

His Professional Memberships/Accreditations include current practicing certificates as a Certified Practising Accountant and as a Solicitor; Fellow Member of *CPA Australia and the Australian Institute of Management*. He is Certified by the International Association for Contract and Commercial Management as an Expert Level Supplier Relationship Management Professional ("SRME"). Over the years Cyril has been on many CPA Australia committees and was a member of its Disciplinary Committee which disciplined CPA Australia members for non-compliance with its By-Laws.

He is currently the Program Director for the MBA Executive Program and Business Development Manager based in Melbourne.

Bernadette Or



Bernadette is currently the General Manager Finance and Corporate Services with the Energy and Water Ombudsman NSW. She has had a distinguished business career and is a Fellow of the CPA.

Bernadette Or holds a Bachelor Degree in Economics and Accounting, a Graduate Diploma in Social Impact Studies and a Graduate Diploma in Document and Knowledge Management and a Master of Commerce in Professional Accounting.

She has a keen interest in Social and For Purpose Businesses and their potential to create social values both domestically and globally.

The industries that Bernadette has been involved in include professional association (Australian Human Resources Institute), children's charity (Starlight Children Foundation), secondary education change agent (Enterprise and Career Education Foundation), sports club (Northern Suburbs Rugby Football Club), employment services provider (CoAct), tertiary education institute (The College, Western Sydney University) and most recently in Alternate Dispute Resolution/Ombudsman Scheme (Ombudsman, Energy and Water NSW) where she is currently the General Manager, Finance and Corporate Services.

With a keen interest and a natural curiosity about the stories that sit behind financial information and vice versa, Bernadette supports social businesses to find efficiency, effectiveness and deliver results to the communities that they serve.

She is also the Chairperson of the Family Planning NSW Board.

Lawrence Potter



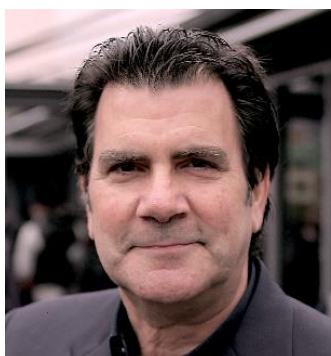
Lawrence is the CEO of Strategon, a Strategic Management Consulting firm, with 30 years' commercial experience consulting to FMCG; Engineering; Information Technology; Consumer Services; Professional Services; Fashion & Fashion Accessories; Facilities & Property Management Services; Gift and Homewares; Education; and Online Marketing & Retail Services.

Lawrence is an entrepreneurial business management advisor commercialising and growing a wide range of businesses across the manufacturing and service sectors. Working particularly with to Small and Medium sized Business both domestically and internationally, he is focused on guiding business owners, managers, and entrepreneurs to grow their businesses.

As such his consultancy involves working with business owners and their teams to develop strategic options (sales, marketing and business development) to grow their businesses. He drives the implementation of the developed strategies and business development programs. Implementation and Skills Training covers a number of key areas but in particular is focused on, Sales, Sales Management, Strategic Marketing, Marketing Communications, Digital & Social Media Marketing, Export Management, Customer Acquisition and Retention initiatives.

Lawrence's experience is enhanced with an academic career at Macquarie University and Western Sydney University, developing and delivering strategy management and marketing programs. He also possesses a strong knowledge base and thought leadership perspective and this is recognised with accreditation from the Chartered Managers Institute (UK) as a Chartered Manager (CMgr). He is also a Certified Practising Marketer (CPM), and is a FELLOW with the Institute of Managers and Leaders (FIML); Australian Marketing Institute (FAMI) and Higher Education Academy – UK (FHEA).

Adjunct Professor Art Phillips



Art Phillips is a two-time Emmy Award winning composer with credits spanning feature films, television, advertising and documentary series including Santa Barbara, Neighbours, Missing Persons Unit, Outback House, Pirate Islands: The Lost Treasure of Fiji, The Flying Vet, The Secret Lives of Sleepwalkers, Catalyst, Dead Tired, Made in China, Fatal Bond, Signal One and Sher Mountain Mystery.

As guitarist, arranger, orchestrator, musical director and record producer, Art has performed live on concert tours and record albums for Barry Manilow, Minnie Riperton, Demis Roussos, John Rowles, Ricky May, Burl Ives, The Carpenters television specials and Sally Kellerman, to name a few.

Composer of over 100 production music albums for companies such as Universal Production Music, FirstCom Music, 5Alarm Music, Sonoton, One Music, Bruton, Chappell Recorded Music Library, Groovers Music, Access Music, EVO, and his own production music label 101 MUSIC PTY LTD, now with 42 album releases in the 101 Music catalogue.

In 2018, he was nominated by the Production Music Association 'Mark Awards' (USA) for 'Best Jazz Artist' for his album 'Italian Holiday' (101M032) featuring Phillips on electric and acoustic guitars, released by his record label 101 Music Pty Ltd. Also, that year, Phillips received a 'Global Music Award' for this same album, 'Italian Holiday'.

Art is the longest standing President of the Australian Guild of Screen Composers (AGSC), 2001 ~ 2008, and was Vice President from 1992 ~ 2000. Art Phillips obtained a 'Master of Music Studies' from the Queensland Conservatorium of Music / Griffith University in 1999.

In 2016, Art was appointed Deputy Chair of the 'Academic Board of The Australian Institute of Music' (AIM.) He is a councillor for 'Music Australia', formerly known as 'The Music Council of Australia', representing 'Music in Film and Television', 2005 ~ current. He is also 'International Relations Liaison' for the 'Australian Guild of Screen Composers', and acts for the AGSC with observer status on the 'Music Creators of North America' (MCNA).

Phillips has passed on his knowledge and expertise to countless students at Universities and Institutions across Australia and abroad, and is an active and valued member of the global music community. Art is currently the Director of the Centre for Entrepreneurship and is also a lecturer at UBSS in the postgraduate program.

Adjunct Professor Jamie Rigg



With a career spanning over four decades and many parts of the world, **Jamie Rigg** is an accomplished Musician, Arranger, Producer and Music Educator.

As Musical Director to the late, great *Ricky May*, Jamie served a lightning Apprenticeship in the industry and by his early twenties had performed in venues large and small, touring Australia, New Zealand and the United Kingdom.

Jamie's knowledge of recording and new technology is second only to his passion and appreciation for all music. With a strong foundation in studio producing for television, stage and CD, he has combined his talents to produce the best sound for any environment.

As a composer, arranger and performer, Jamie has worked with an impressive collection of performers from all corners of the musical world including - Jimmy Barnes, Chuck Berry, Bo Diddley, Jerry Lee Lewis, The Everly Brothers, Human Nature, Craig McLachlan, John Farnham, Renee Geyer, Jon Stevens, Vince Jones, Lesley Gore, Bryan Ferry, Leo Sayer, Jimmy Webb, Marcia Hines, Kate Ceberano, Doug Parkinson, Brian Cadd, Glenn Shorrock, Jon Stevens, Guy Sebastian.

Jamie is currently a sitting member of the *Musicum20 International Symposium Group* that brings together members from all over the world including Australia, Hong Kong, Korea, Japan, France, Germany and Spain.

Associate Professor Wayne Smithson



Wayne has held a number of senior finance positions including Finance Director for a number of national companies over a commercial career extending beyond 40 years. Most notable senior positions that include National Finance Director for *Ernst & Young* and Finance Director for the *Bank of New Zealand* in Australia. While his primary industry focus was in the financial services and insurance sectors, Wayne has experience across many industries including manufacturing, services and logistics.

Wayne has also had significant international experience in the Asia- Pacific region - where as Regional Finance Director for the region for a Swiss based professional services organisation - he was involved in a number of key business acquisitions. Most recently he has owned and operated a successful Tax and Accounting practice.

As well as holding a Master of Business Administration and an undergraduate degree from *Macquarie University* in accounting, Wayne is a qualified CPA and is a graduate member of the *Australian Institute of Company Directors* and a Fellow of the *Australian Institute of Management*.

In addition to 40 years of commercial experience, Wayne has had an extensive career in teaching at Higher Education level. Wayne began to focus on a teaching in 2008 accepting a sessional lecturer position at *Sydney University* in 2008. In 2010 Wayne turned his attention to Higher Education Teaching as his focus profession and has taught at a number of universities and Colleges including Western Sydney University, Charles Sturt University, Federation University and Charles Darwin University.

Wayne has taught at both graduate and undergraduate levels across both Business and Accounting Disciplines, successfully combining a dynamic of theoretical and practical application drawing on his extensive years of commercial experience in particular at Board and Director Level.

Wayne is currently the Program Director for Undergraduate Programs at UBSS, an Associate Professor, a member of the Academic Senate and Chair of the Academic Integrity Committee at UBSS.

Professor Andrew West



Andrew West has been an academic for 12 years and previously as an entrepreneur and business owner for 10 years. He lectures at *UBSS* in the MBA program in Economics. Andrew is also a Lecturer at the *New York University Sydney Campus*, where he lectures in Marketing, reporting to the *NYU Stern Business School*. He was involved in the establishment and the continued delivery of the *NYU Internship Seminar*, a workplace integrated learning subject, in Sydney as part of the *NYU Global Partner Program*.

From 1995 to 2005, Andrew was the founder and CEO of an IT development company, with clients Australia wide and internationally. His company successfully commercialised two products in the mining equipment inspection and wine sales management spaces. His marketing career has included working at multi nationals *Shell Oil Company* and *Commonwealth Bank of Australia*. Industries Andrew has consulted to include pharmaceuticals (*Australian Self Medication Industry*, *Reckitt Benckiser*) finance (*Commonwealth Bank of Australia*, *American Express*), and not-for-profit organizations *Amnesty International* and *Special Olympics*.

Andrew has completed a Bachelor of Accounting (*Macquarie University*), and Masters of Business Administration (*Newcastle University*) and a Doctorate of Business Administration (*Newcastle University*). His research has led to 12 peer reviewed journals and conference papers published. Andrew's areas of ongoing research in marketing include marketing of high technology, industry report of the Australian pharmaceutical industry, intangible organisational capabilities and innovation ecologies. His higher education research is in aspects of workplace integrated learning including internship pedagogy and business simulation. Andrew's professional and community memberships are with *Australian New Zealand Academy of Management*, Fellow of the Institute of Marketing and Leadership, Chairman of *UTS Northern Suburbs Athletic Club* and on the Marketing Advisory Panel for *Athletics NSW*.

Andrew is currently the Dean at *UBSS*.

Secretary

Assistant Professor Richard Xi



Richard Xi is the Senior Post Graduate Coordinator at UBSS.

Before Richard relocated to Australia, his professional career commenced at the *Shanghai Municipal Bureau of Tourism* where he gained several years of experience in hotel management, Business management as well as professional development and training.

In 1998 he returned to China and was appointed a Senior Business Development Adviser by a *Sino-Holland joint venture in Shanghai* to provide advice to the JV's business development strategy.

Before he joined UBSS, Richard worked at *Western Sydney University (WSU)* and in charge of student activities and events at *WSU the College Westmead Campus*. He was the chief presenter in the Colombo Plan seminar 'China's past, present and future' organized by WSU Law School and a chief presenter in WSU the College's 'Cultural and Language Exchange Program (CLEP)'. Prior to WSU, he worked at *UNSW Global (University of New South Wales)* as a business development coordinator, marketing officer, China project manager in coordinating UNSW Global/UNSW's international business plan and project with China.

He was a cultural adviser and editor to Alan Manly's book 'The Unlikely Entrepreneur' (*Chinese version*), and a cultural adviser to the book 'Doing Business in China' (published by UNSW press).

Richard is Secretary of the Grade Review committee and the Course Advisory committee.

He also lectures in the Bachelor of Business program at UBSS. He holds qualifications in Hotel Management, Tourism Management, Asian Studies and Business Administration.