

Mike Seyfang – Curriculum Vitae

Name: Mike Seyfang
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Born: 13th October, 1960
Is: Married, 2 Children, Australian Citizen
Likes: Music, Sailboarding, Audio recording, Podcasts, Multimedia remix , geeky science.

Career Summary

2008-Present the University of Adelaide

Social media consultant to the executive deans of the faculty of sciences and the professions. Key achievements can be seen in the online presence of the Environment Institute, the Institute for Photonics and Advanced Sensing (IPAS), the Wine2030 research network in addition to those of several schools and faculty. Extended from an initial twelve month, part time appointment as 'new media consultant' to the executive dean, faculty of sciences. Develop a strategy for effective use of emerging 'social media' technologies and practice. Design an architecture for the integration of emerging online tools and services with traditional web sites. Seed, select and amplify projects that show promise for enhancing the mission of the University in both research and teaching & learning. These projects are conducted using platform infrastructure built in accord with the architecture and strategy.

2006-Present Consulting

Various high impact consulting engagements based on recent experience in 'Web2.0' and social media enterprises.

IPAS - the Institute for Photonics and Advanced Sensing - in addition to my duties with the University of Adelaide, special consideration has been given to some of the more adventurous facets of the bold vision presented by IPAS director, Professor Tanya Monro. These include the launch of the Institute, projects in conjunction with the Arts community and special projects related to trans-disciplinary research.

Connecting up Australia - assist this not for profit organisation with strategy and planning for online components of its annual events. Develop network of 'unauthorised social media' volunteers to provide coverage of events.

MBC - Middle East Broadcasting Corporation - Lead international team in development of a business plan that will enable community development from viewing audience of a very popular television station. Building from a mailing list resulting out of a competition, develop new media style web infrastructure to support development of this community with a view to commercialization. Provide some follow up assistance with recruiting following successful presentation of business plan.

InFusion consulting - add podcast capability to existing range of services delivered by InFusion to their clients. Inspire and architect the 'LitFuse' new media platform. Conceive and develop the PitchFest event, adding video and re-mix to the growing list of InFusion capabilities. Develop training and maintenance programmes for staff and clients.

Education.au limited – one term of Web2.0 workshops, a two week contract to build new media capabilities into national and international events, a six month contract to lead internal ‘Emerging Technology Group’ through strategic takeup of emerging technology and innovative processes. Lead business and technical teams into a culture of innovation through Proof of Concept project(s).

Microsoft – various Web2.0 extensions to community building, both technical and procedural.

SA Department of Education and Childrens Services (DECS) – one term of Web2.0 workshops.

Archer College – corporate blogging, new media and ad-hoc architectural advice.

2005-2006 LearnDog

Product manager of new media start-up that plans to help kids achieve positive life outcomes through recognition of their vocational skills. Use emerging Web2.0 and New Media technologies to recruit and engage a global community of supporters. In collaboration with this community build and maintain learndog.com and its associated blog and podcast to develop and articulate strategies, architectures and plans for a Non Profit media enterprise.

1996-2005 Microsoft Corporation

Variety of senior consulting roles in the world’s most successful software company:

1996-2000: Messaging Projects

Finalise architecture and work through implementation issues of South Australian Government Electronic Messaging Service. Various high profile international Exchange design engagements. High point was providing significant input to the design of Microsoft Exchange 2000.

2001-2004: Innovation Centre

Envision, plan and set up South Australia’s ‘Innovation Centre’. Lead project teams on several very successful and interesting proof of concept projects.

1998-2005: Program Management

Enterprise and Partner Program manager roles within South Australian Government and key Microsoft partners. Enterprise Strategy Consultant to Adelaide Bank.

1994-1996 Ferntree

Consulting systems engineer in a large PC/Midrange services firm. Pre-sales Systems Engineering on large project bids and consultant on large projects - project management, systems management, systems design and other tasks as required by the projects.

1991-1994 Random Access

Leader of small, high powered Apple consulting team (all of whom ascended to significant high profile technical positions).

Diverse portfolio of work from Apple systems engineering through to outsourced management of mixed technology platforms.

1986-1991 Elders Pastoral

Started as the technical lead for 'Office Systems' in a very large distributed technology environment.

Performed a variety of roles, still focussed on 'Office Systems' that evolved with the changing technical platform of the company. That evolution encompassed everything from centralised Mainframe with distributed Midrange systems to centralised Midrange and finally distributed PC systems.

Developed a passion for helping people achieve business value through effective use of emerging technology. Had the audacity to use iterative prototyping techniques and direct engagement with senior business executives to upset the status quo of the development regime of the day.

Rewarded by being thrown out of I.T. and into the formative role of Manager, End User Computing. Discovered that Apple had some great technology for the empowerment of people and so began the journey from Corporate Customer to Vendor...

1984-1986 Elders Lensworth Finance

Expanded role due to company acquisition, broader experience including the introduction of Personal Computers and the evils of spreadsheets as a development environment.

1980-1984 Lensworth Finance

RPGII Programmer in small inhouse EDP shop. Various duties from coding to acting DP manager. Developed a flair for Word Processing in addition to computer programming.

Qualifications

Microsoft Certified Systems Engineer (MCSE)

Compaq Accredited Systems Engineer (ASE)

Novell Certified NetWare Engineer (CNE)

Bachelor of Science majoring in Computer Science, University of Adelaide, 1980

Further Information

Can be found at:

<http://mikeseffang.com>

in particular, lists of recent projects and public speaking engagements.