

Bruce Wren: The new world of web based research collaboration

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Abstract

In the distributed world of research and development, collaboration has become paramount. Netcat will present new web based solutions helping researchers collaborate using a combination of Web Content Management, document transformation and dynamic linking which allows teams of researchers to securely collect, share and publish research to multiple channels including the web, pdf and cdrom.

About the speaker

Bruce is a leader with a strong pedigree in sales, marketing and the commercialisation of technology. He is a founding director of Netcat, which started in 1997, and is now the largest Australian owned web content management company. Bruce has been on the top management team of several companies, including three start-ups. As Vodafone Australia's first Director of Sales and Marketing, he attacked the mobile phone duopoly of Telstra and Optus. As Sales Director at Infocast (a division of Citibank), Bruce grew the broker information company with its unique datacasting technology from scratch to 21% market share in just over 12 months.

As Netcat CEO, Bruce has commercialised the technical excellence of Netcat, standardised its offerings and focussed the sales of its WCM products at Government and mid-large scale commercial customers. The Company is now ranked #5, in a market with over 80 competitors.

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