

# Mitra Ardron

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**OBJECTIVE:** Commercialisation, and rapid scaling of clean technologies to significantly alleviate climate change, poverty and other environmental challenges.

## FOCUS

As my skills and experience demonstrate, I work on the edges between Technology, Sustainability, and Business or Management.

### Business or Management

- 25 years of management experience - both at the company and the project level.
- Experienced at “commercialization” turning ideas into business plans and businesses.
- Experienced at most aspects of business: business and financial planning, legal, capital raising, product development.
- Experienced at communicating between the business team and the engineering or technical teams. Speaking to each in the language they understand.
- Have managed internationally distributed and cross-cultural teams.
- 25 years experience building social capital and community.
- Technical assistance in the sales cycle, ensuring that the company sells the best it can deliver, and no more than that.
- Judge for the William James Foundation business plan prize.
- Experience in evaluating projects and proposals for feasibility, and advising investors.
- Frequent public speaker.

### Technical

- Familiarity with most technologies related to sustainability.
- Ability to rapidly learn and understand new technologies.
- Standards committee experience (co-author of several Internet standards).
- Experience designing complex systems.
- Experienced at managing engineers, programmers, and all kinds of technologists.
- Co-author of two patents.
- Extensive knowledge of the internet since its early days.

### Sustainability

- Expert in sustainability and sustainable business applications.
- Well connected in sustainability circles in Australia, UK and the US.

- Able to blend an understanding of the technical, business, and political aspects.
- Specialise in helping businesses navigate the competing requirements of sustainability or impact and bottom-line success.
- Co-authored semi-finalist submission for Buckminster Fuller Challenge 2010
- Advisory board member for Gaia University.

## PROFESSIONAL EXPERIENCE | 2002-PRESENT

My career started bringing the Internet to sustainability in the UK, it then moved to business development on the Internet in the US, before moving to business development in sustainability in Australia and now to running an international NGO.

### **Natural Innovation .org | 2010-present | Executive Director**

Creating a non-profit that incubates high impact clean technology innovations for developing countries, this has included extensive time in the field, especially in India. ([www.naturalinnovation.org](http://www.naturalinnovation.org))

### **Urban Ecological Systems | 2009-present | Business Development Consultant**

Mentored UES in commercialising an integrated urban aquaculture & horticulture technology. Included finding a strategic technology partner, and locating and securing their first sale, for a 40,000 sq ft, AUD\$5m facility near Sydney. ([www.urbanecologicalsystems.com](http://www.urbanecologicalsystems.com))

### **Beyond Building Energy | 2007/2008 | General Manager and group CFO**

Developed a community, solar photovoltaic, affordable purchase program and created a business and a team of 15 people, around it. The program transformed the solar industry in Australia from a cottage industry to a volume supplier and installer, and had \$20m in sales in its first eighteen months. ([www.beyondbuildingenergy.com](http://www.beyondbuildingenergy.com))

### **Zeo International (formerly Zelfo) | 2005-2009 | co-founder and director**

Zeo had invented a technology to turn hemp, waste paper or other fibers into a natural plastic. I wrote the business plan, concluded the financing deal, and mentored both CEO's. ([www.zeo-international.com](http://www.zeo-international.com))

### **Natures Child Wholesale | 2004-2006 | co-founder**

Created and managed the business side of a manufacturer and wholesaler of natural baby products; including sourcing organic, fair-trade cotton from India. ([www.natureschild.com](http://www.natureschild.com))

### **Papyrus Australia | 2003-2004 | Acting CEO**

Papyrus developed technology to manufacturer paper from waste banana trees; I developed the concept into a business model & wrote the business plan & raised capital. Papyrus went public, and was listed on the ASX in April 2005. ([www.papyrusaustralia.com.au](http://www.papyrusaustralia.com.au))

### **Consultancy Clients**

Alongside these major clients, I worked with numerous clients, in both paid and pro-bono rolls including:

**A stealth startup fund:** Technical and Business advice on selection of cleantech investments  
**Regensis:** advised on restructuring, and eventually on closing, their research farm.  
**Southern Cross University:** Participant in an advisory group on regional development  
**ACE Byron:** developed a community knowledge management program;  
**Greenleap:** Participant in a think-tank on Climate Change adaptation in Australia

## PROFESSIONAL EXPERIENCE | 1990-2002

Included roles as founder, or senior management at internet start-ups including:

### NetDeva | 2002 | CTO

Managed the outsourced development for an early social networking site, later acquired by LinkedIn.

### Flycode | 2000-2001 | CTO

Flycode was an early, peer-to-peer video company. I managed an offshore development team in India, and then built an offshore subsidiary to bring that development in-house.

### iCulture | 1999 | acting CTO

Worked with the founder of an Utne Reader spin-off to develop a technology strategy for a sustainability portal, and assisted the process of hiring a permanent CTO & team.

### Paragraph | 1996-97 | CTO(Networking)

Managed a team split between Russia and the US developing communications for shared 3D environments. Supported the business team in understanding the technologies capabilities to ensure successful marketing. Took a leading role in Paragraph's acquisition by SGI and managed the team during the transition process.

### WorldMaker | 1995-96 | co-founder

Created a VRML tools and consulting company, & co-authored the VRML standard. WorldMaker was acquired by Paragraph.

### Worlds Inc | 1994-95 | Chief architect

Led the team that created "World Chat" the first internet-based shared 3D world

### Other technical Consulting | 1994-97 | including:

- **Alexa** – architected a site-specific web crawler
- **IBM** – advised on business strategy in 3D.
- **Sony** – advised and supported their co-authoring and adoption of VRML,
- **WAIS** – project leader in putting the first magazine publisher on the internet. (CMP)

### Pandora | 1989-94 | VP Engineering

Pandora was a pioneer in early internet commercialisation projects, including:

- **Sovam** – first commercial internet service provider in Russia;
- **AOL** – created the first gateway between a major email provider and the internet.
- Active involvement in authoring internet standards including HTTP.

## PROFESSIONAL EXPERIENCE | -1989

Prior to 1989 I was based in the UK, working on the adoption of the internet by non-profits, in particular sustainability, peace and human rights organisations.

### Association for Progressive Communications | 1989 | co-founder & CTO

The APC is the international association for organisations providing communications and internet assistance for advocates and activists. I co-founded this with Mark Graham of IGC and led the program that expanded it from two countries (US and UK) to seven (Canada, Australia, Brazil, Nicaragua, Sweden). In the process we built an infrastructure that was ahead of that available commercially at the time, and an organisation that has now lasted over twenty years. ([www.apc.org](http://www.apc.org))

### GreenNet | 1985-89 | founder & CEO

Developed a non-profit ISP, with a focus on clients in sustainability, included identifying and integrating appropriate technologies, advocating for the use of technology by the non-profit sector and advocating for the creation of an international body. ([www.gn.apc.org](http://www.gn.apc.org))

## EDUCATION

Masters in Computer Science from Cambridge University, England 1982.

## INTERNATIONAL EXPERIENCE

Worked in many countries, including UK, US, Australia, India, Russia, Canada, Germany and visited many others for business or personal reasons. I hold British, US and Australian passports.

## REFERENCES FOR MITRA ARDRON

Mark Graham – co-founder of Association for Progressive Communications, now Senior VP of technology at iVillage. +1-917-697-0110 [mark.graham@nbcuni.com](mailto:mark.graham@nbcuni.com)

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David Wyatt – until recently chair of the board at Papyrus Australia (PPY.AX): +61-7-5598-5315 [novogenesis@gmail.com](mailto:novogenesis@gmail.com)

Steve Davies – co-founder and former CEO of Beyond Building Group: +61-2-6688-2268 [stevedavies@iinet.net.au](mailto:stevedavies@iinet.net.au)