



# MAGICBLUECREATIVE™

*“we develop easy to use, innovative internet, media and creative solutions”*

## Our Technical Team

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## Our Technical Team

The Team :

### THE BOARD

**Damien Reilly - CEO**  
**Jon Taber - Business Development Director**  
**Rob Hooper - Non Executive Chairman**

### BOARD OF ADVISORS

**Stuart Tabrett**  
**Jeff Rowlison**

### BRANDING DESIGN AND MARKETING

**Maya Saada - Design Team**  
**Michelle Liebenberg - Design Team**  
**Ajaydeep Singh - Senior Web Graphic Design**

### BUSINESS DEVELOPMENT & MANAGEMENT

**Hellmut Wolf - General Manager**  
**Tony Hobbs - Business Development**

### TECHNICAL TEAM

**Rufus Shrestha - System Developer**  
**Ken Ngo - Chief Technology Officer (CTO)**  
**Greg Herrington - Data Management Services Director - North America**  
**Leyan Shrestha - Senior Systems Developer**





## Our Technical Team

Magic Blue Creative are a collective of minds, a perfect marriage of functional and creative ideas - realising concepts for clients.

The team has a consistent knack of balancing both the left and right side of the brain by building bespoke projects that exceed our clients expectations. This diversity stems from the mix of our staff, their background and culture reaching outside the square plus the desire to 'build-a-better-system' - we live and breathe technology and it's adapting nature to markets.

The main objective of the team is to solve complex problems for busy people and help their businesses grow.

We achieve this by creating streamlined and efficient systems with intuitive navigation and granular reporting modules.

Come and talk to us today and see what we can invent for your business.

### WHAT WE DO

**Magic Blue Creative has an extensive source code library, project management history, business planning and award winning design library available to our clients. These are the building blocks of our business and this combined with our proven success history provides our clients with the competitive edge that they seek to drive their business further and increase their profits.**

**We are focussed on the practical delivery of functional media to drive profits and increase our customers revenue. Our success is based on providing cost efficient and easy to use systems coupled with excellence in design for our customers. These are the corner stone building blocks of our business.**

**Magic Blue Creative develops easy to use, innovative internet, media and creative design solutions that allow business to leverage from:**

- Improved communications.
- Clarity in your business message.
- Clarity in your idea.
- Building your brand.
- Sales of your business products and services.

**Magic Blue Creative's design and technology business services provides our clients with:**

- A competitive marketing edge
- Market knowledge.
- First to market advantage.
- Sales and growth.
- Revenue and profits.



#### Service Guarantee:

**We guarantee the outcome of our work. Our customers feel safe knowing that we put our financial commitment to each and every project that we undertake.**

**We are committed to two things:**

- Excellence in all we do.
- Growth in profits and sales for our customers.



## Damien Reilly



### CHIEF EXECUTIVE OFFICER

Damien's specialist skill is the ability to integrate practical internet based communication systems into businesses. He creates leverage for Magic Blue Creative's clients by reducing their communication costs and allowing his clients to grow through improved and more efficient forms of communication and great design.

With over 25 years of IT & Music industry experience, Damien is the CEO of Magic Blue. As the CEO, Damien's specialist skills provide the company with market leverage and a competitive edge that allows the firm to compete more effectively and efficiently both locally and internationally. Damien creates leverage for Magic Blue Creative and our corporate clients through the practical integration of digital entertainment systems, data management services and the continual exploitation and commercialisation of the Magic Blue Creative source code libraries.

In 2007 Magic Blue Creative played a pivotal role in the greater expansion of Blue Pie's digital catalogue and development of new markets. Magic Blue Creative was directly responsible for the firm's digital catalogue growing to over 3,000,000 tracks representing over 14,000 labels and over 100,000 artists from all over the world.

Damien is an accomplished musician, composer and producer with numerous international recording credits to his name and top 40 chart achievements.



Dip.Fin. 1987  
APRA Full Writer Member 1997  
Member Institute of Export  
Member of ARIA  
Member of AIR

Board Positions include:

CEO : Blue Pie Productions -  
[www.bluepie.com.au](http://www.bluepie.com.au)  
CEO : Blue Vault Digital -  
[www.bluevaultdigital.com](http://www.bluevaultdigital.com)  
CIO and Founder : Ordior -  
[www.ordior.net](http://www.ordior.net)  
CFO : ACIT -  
[www.acitfinance.com](http://www.acitfinance.com)  
Chairman : Hurricane Healing -  
[www.hurricanehealing.us](http://www.hurricanehealing.us)



## Jon Taber



### BUSINESS DEVELOPMENT DIRECTOR

John is a seasoned executive excelling in product and project management. He has extensive IT experience in the fields of software development, hosting, web design, hardware retail & wholesale; PC design, manufacture & distribution. This coupled with upper management experience in the professional sectors of hospitality and medical facilities brings an unsurpassed business wisdom to the Magic Blue Creative team.

Jon is the business development and project manager for major I.T infrastructure projects for Magic Blue Creative for the North American markets. Jon is President of Sacramento Coaches Association, and a member of International Coach Federation. He has been coaching and training business supervisors, managers and executives since 1979.

Prior to his current activities, Jon was CEO of Veracicom, Inc., a \$20 million, multiple facility company providing cutting-edge IT Solutions to international corporations using, server-based computing systems, high-speed networks and subscription-based software sales. Jon is also the former President and COO of ContractQuest Corporation (CQ) and Nhanced Media Corporation, software development companies specializing in producing and selling wireless and wired applications for building contractors and other professionals. CQ and Nhanced Media were merged into Veracicom.

Jon was also one of six persons in a start-up team to develop Unicom Systems, in less than three years, into a \$50 million business machine sales company, which was acquired by the Fortune 500 Company, Rockwell International.

Jon is on the board of Ordior and holds business development posts with Magic Blue Creative and Blue Pie Productions. He is an avid reader of all things technology and provides Magic Blue Creative with leadership from experience.



## Rob Hooper



### NON EXECUTIVE CHAIRMAN

**Rob's experience of owning and managing businesses in both the financial services and manufacturing industries coupled with his 17 years as a practising lawyer provides Magic Blue Creative with an ideal Chairman to manage and help steer the company to global success.**

**Rob founded one of Sydney Australia's most successful " low doc " and " deposit bond " businesses for the Sydney Real Estate market during the 90's and early millennium. Rob also founded one of Australia's leading conveyance practises. He is a trained lawyer by profession with a commercial mind with international business experience.**

**Rob has worked with Magic Blue Creative & Blue Pie and Damien Reilly for the past 10 years to develop one of Australia's largest independent catalogues of digital content. Rob set up Blue Pie's corporate structure back in 1996.**

**Technology and digital rights are something that Rob and Damien have been very successful within the past 10 years. In 1996 Rob worked with Damien to secure a series of technology rights in from one of Germany's leading encryption and bank security firms " INCOSYS ". This lead to the deployment of a set of unique tools and applications to check and verify data packet transmissions from ATM to ATM within the Australian banking and finance sector. The systems were sold through to ERICOM one of the worlds leading bank and security encryption firms.**

**Rob is a successful property developer and has extensive knowledge in the areas of I.P.O's and capital acquisition, I.T markets and the global capital markets. Rob 's global network of high net worth individuals and companies provides Magic Blue Creative and the Blue Pie group of companies with access to key market accelerators and capital.**

**As the Chairman, Rob is responsible for the overseeing of all relationships with all corporate clients whilst jointly managing the strategic direction of the company with the board. His attention to detail and dedication to the excellence provides Magic Blue Creative with world class compliance and reporting.**



## Board of Advisors

### STUART TABRETT

Stuart Tabrett possesses a diverse corporate background, high community values, and an exceptional project management portfolio. This skill set has allowed Stuart to oversee and implement some of Australia's largest transportation projects including managing all the private bus transportation for the Sydney Olympics in 2000.

A big passion of Stuart's is community sport and working to develop real change in emerging and underprivileged communities throughout Australia. He held the position of CFO for Job Futures Ltd and it's overseas network of 65 of the largest not for profit organisations in Australia for several years. For more information on Job Futures you can visit their website at [www.jobfutures.com.au](http://www.jobfutures.com.au).

A keen eye for detail combined with a project management and accounting background provides Magic Blue with a leading edge in these areas and impressive project rollouts. The gold is in the details as the saying goes... Stuart turns detail into gold for Magic Blue Creative.

### JEF ROWLISON

Jef has wide experience in developing marketing businesses in Australia & South East Asia providing solutions for global clients including BT Asia pacific, Caltex, American Express & McDonald's.

A strong strategic & operational management background in the areas of direct & promotional marketing, pre paid card marketing and e & m-Commerce systems. He has proven results in financial management and high profit results. Jef is on the board of advisors for Blue Pie working with Damien Reilly and Colin Seeger to commercialise the Blue Pie catalogue of music and digital entertainment rights.





## Branding Design and Marketing

### CREATIVE MANAGER - Maya Sada

Maya has a diploma in graphic design and a cert 4 in design. Maya is our resident creative power house and leads the design team at Blue Pie into the creative forests to develop all our graphics for our artists and clients.

Maya is our resident Creative Manager and brings over 5 years of design experience to the team. She is highly intelligent and held with high regard by her peers and the Blue Pie roster of artists.

Always ready to help when she can and no job is ever too big or small, Maya is one power house of productivity and creativity. Maya loves creating new designs for the new artists especially album covers and logos.

As the Creative Manager at Magic Blue Creative, Maya manages the design workflow and insures that all deadlines and production time lines are met.

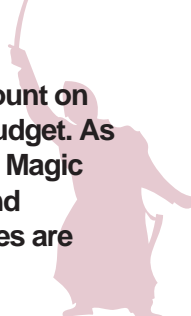


### DESIGN TEAM - Michelle Liebenberg

Michelle is an exceptionally gifted designer who has achieved new found success with the Magic Blue Creative and Blue Pie companies.

Michelle has a diploma in graphic design and simply loves the music and entertainment worlds. Every day is a new and challenging day at Magic Blue Creative and Michelle always rises to the challenge and gets the job done. Michelle manages the creative work flows and design requirements for the Blue Pie roster of artists and works closely with Maya on all creative projects.

Michelle is always on time and you can always count on Michelle to get the job done on time and within budget. As the Design Manager for Entertainment Clients for Magic Blue Creative, Michelle manages all workflows and insures that all deadlines and production time lines are met.





## Branding Design and Marketing

GRAPHIC AND WEB DESIGNER - Ajaydeep Singh

Ajaydeep Singh (AJ) is one very gifted designer. He works in the digital realm and has had over 7 years experience in designing web pages and flash sites, working for many major brands throughout ASIA and the South Pacific including Volvo, Honda, Pfizer, Ford & BMW.

AJ holds a BFA from Punjab University Chandigarh (India), an Advanced Diploma in Multimedia and Web Design from Arena Multimedia and is certified in software management and Adobe Illustrator CS.

He is proficient in: Macromedia Flash (all versions), Adobe CS, HTML, CSS, DHTML, Dreamweaver, 3D MAX, Morphing and warping in elastic reality, Zbrush and Swift 3D.

His capacity to create stunning dynamic web content coupled with his wide arsenal of design tools provide our clients with award winning designs, a seamless integration of art and systems creating web applications that are efficient and effective.





## Business Development and Management

### BUSINESS DEVELOPMENT MANAGER -

Tony Hobbs

Prior to Blue Pie, Mr. Hobbs was a Director of WEL Corporation where he was a significant force in Sales and Operations, so much so it allowed the migration of their very advanced communication systems in to the USA, Singapore, Brazil and Europe.

With over 25 years of senior experience in Sales and IT, Mr. Hobbs diverse and far reaching global knowledge in technology now provide Blue Pie with a leading edge in web based communication systems, radio frequency and other high spec technologies.



### GENERAL MANAGER -

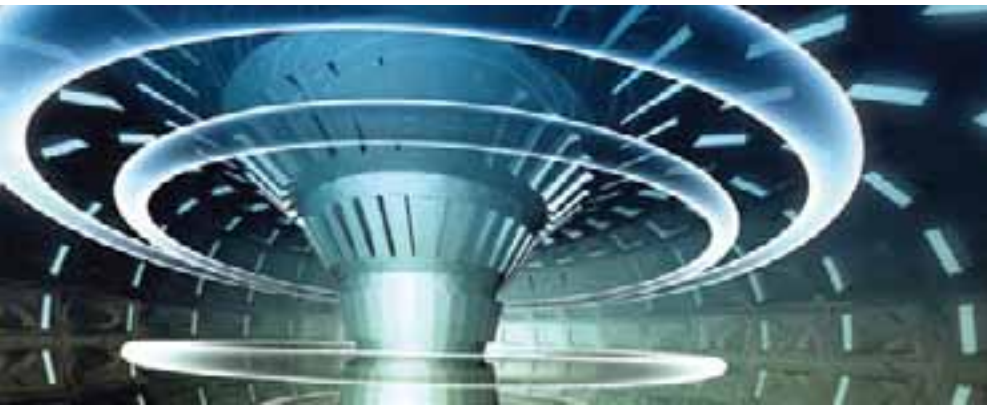
Hellmut Wolf

Hellmut Wolf has a diverse experience in the music and entertainment Industry. With experience stemming from within Europe and Australia he has worked both as producer and creator of music and film. He graduated in Television / Theatre and Film at the University of Cologne, where he also taught video production for five years.

For over 12 years Hellmut worked for one of Australia's leading events and production companies, and he produced music in a variety of studios. As an accomplished musician 'The Wolfman' has played in a variety of bands with some amazing musicians from all over the world and at many festivals. Hellmut is now working with Blue Pie as A&R and content acquisition, as well as helping to develop new artists.

Hellmut brings a new level of dedication to excellence to the Blue Pie label. He is in charge of the A & R team and works with all of the priority artists and labels signed to Blue Pie. A vital part of the development team that created the new online reports console at Blue Pie, we are honoured to have Hellmut as part of the team at Blue Pie.





## Technical Team

### OPERATIONS MANAGER

AUSTRALIA - Rufus Shrestha

Rufus Shrestha has a Masters degree in Commerce and is our resident technical guru. His combined commercial and technical experiences over the past 10 years provide him with that extra edge as Blue Pie's Operations Manager.

Rufus has seven years previous business experience running his own company back in Nepal. Rufus is the Magic Blue Creative project manager for our larger web design, systems development and programming projects.

No problem or project is too small and every problem has an answer is Rufus's motto.

Rufus keeps the multimedia machines and technology systems online and information flowing 24x7x365 days a year at Blue Pie and Magic Blue Creative. He is highly intelligent and every client praises his work. Rufus is our Mr Technology.

### DATA MANAGEMENT SERVICES DIRECTOR, NORTH AMERICA - Greg Herrington

Greg attended the University of Virginia, graduating second in his major and receiving Highest Honors as a Distinguished Major of Economics. In 1999, Greg designed and built UVA's first online student book & merchandise exchange before co-founding Topik Solutions with several colleagues. As CTO of Topik Solutions, Greg oversaw the planning and development of several product lines geared towards the publishing industry's need for custom print-to-web technologies. He has an extensive background in agile development practices aimed at rapidly prototyping and deploying web applications for market testing.

In addition to his role at Topik, Greg played a key role as a member of the Advisory Board of the Off Campus Dining Network, a Philadelphia-based startup recently acquired by Sodexo (NYSE:SDX). With deep experience in digital markets and understanding of the diverse ways in which to operate in these environments gives Magic Blue Creative a way stay ahead of the crowd.





## Technical Team

### SYSTEMS DEVELOPER - Leyan Shrestha

Leyan is the quiet mastermind behind the many of our data-basing solutions. His ability to create processes that increase the productivity of they way data is handled in phenomenal. He has created reporting systems for Blue Pie and Magic Blue Creative that have reduced processing times from one week down to just hours.

He has a Masters in Information Technology Professional from the University of Southern Queensland and a Bachelor in Information Technology Purbanchal University in Nepal.

He is masterful a variety of programming languages and database query languages including C, C++, VB, Java, JavaScript, HTML, XML, VC++, PHP Oracle, MySQL and MS Access.



Leyan is quiet yet his confident charm is appreciated along with his ability to make complex problems simple.

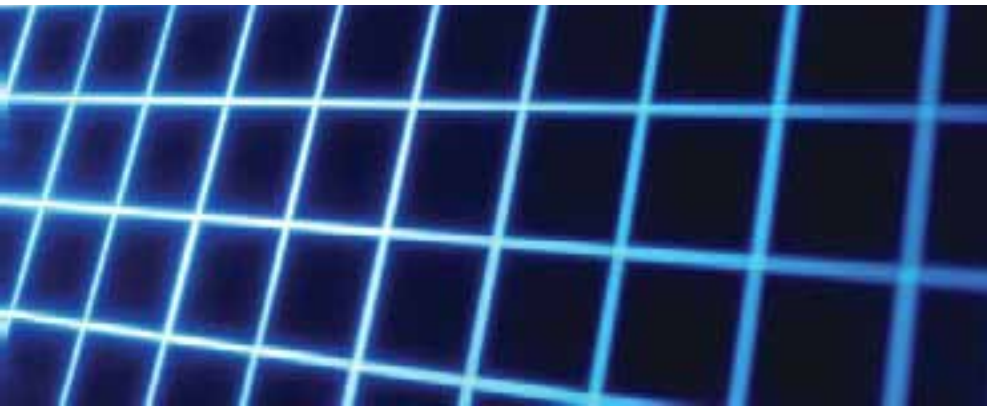
### SYSTEMS DEVELOPER - Ken Ngo

Ken Ngo has a Masters degree in Information Technology. He is an extremely talented programmer and has been responsible for developing many of the diverse and complicated Internet applications that run the Blue Pie and Magic Blue Creative core systems and infrastructure projects for our customers.

He is at the forefront of his field of expertise, using the most advanced and cutting edge technology available and preferring to work with open source languages and applications.

Ken has a real passion for analysing and programming and he has developed into an IT professional that is able to solve just about any programming issue and always with a smile. He is very popular with our staff and his calm and cool nature make him invaluable to the team when solving complex problems.





## Contact Details



Magic Blue Creative Australia

**Expo 112**  
**Unit 20 No 112 McEvoy Street**  
**Alexandria NSW 2015**  
**Australia**

P: **+61 2 9310 0155**  
F: **+61 2 9310 0166**

E: **sales@magicbluecreative.com**  
W: **www.magicbluecreative.com**



Magic Blue Creative USA

**1009 NW 11th Ave**  
**Battle Ground WA 98604**  
**USA**

P: **360 600-5443**  
F: **360 326-1527**

E: **usa@magicbluecreative.com**  
W: **www.magicbluecreative.com**