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Smarter Cities - Critical for Australia's Economic Future

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Geof Heydon

Geof is principal consultant to the Internet of Things Alliance Australia.

He has over 35 years experience in the Telecoms sector with an electrical engineering degree, working most recently in broadband enabled new business models and the emerging Digital Economy and the Internet of Things across the Asia Pacific Region, leading regional business development and marketing initiatives and virtual teams. His expertise covers:

- Strategy and Business Planning work for major Asia Pacific carriers and service providers, engaging at the executive and senior management levels of client organisations.
- Internet of Things co-founding the IoT Alliance Australia (IoTAA) and an executive Council member of IoTAA. Co-authoring papers 1. Enabling the Internet of Things for Australia, 2. Seizing the Internet of Things opportunity for Australia and 3. Australian Industrial Internet of Things Capability Mapping Report for Austrade.
- Strategic Marketing and Market Positioning for broadband technologies and Science led innovation in the digital domain.

Smart Cities initiatives with Nokia and their Collaboration and Innovation program, ngConnect including co-authoring a paper A New World of Cities and the Future of Australia and running workshops on a range of IoT focus areas including Transport, Agriculture, city infrastructure and energy management.

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