

## **veski kickstart event program**

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## **Pitch Pursuit**

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**Student professional development session  
2019 CoE Imaging Summit**

**Peppers The Sands Resort  
Monday, 11 November 2019**



**CENTRE FOR ADVANCED  
MOLECULAR IMAGING**  
AN ARC CENTRE OF EXCELLENCE

**@veskiorg  
#veski**



## session schedule

9.00 am	Students arrive
9.05 am	<b>Welcome</b> by Julia L Page, <b>veski</b> MD & chief executive Opening remarks by Professor James Whisstock, Director, ARC Centre of Excellence in Advanced Molecular Imaging
9.10 am	<b>The science and art of pitching workshop</b> with Michelle Gallaher, Chief Executive Officer, ShareRoot
10.40 am	Morning tea
10.55 am	<b>Pitch Pursuit - Practice your pitch</b>
11.00 am	1st rotation with Sector Specialists
11.20 am	2nd rotation with Sector Specialists
11.40 am	3rd rotation with Sector Specialists
12.00 pm	<b>Networking over lunch</b>
1.00 pm	<b>Working in teams - an industrial perspective,</b> led by David Middlemiss, XaviaPharm
1.30pm	Event concludes

## program

**veski**, for the second year, is providing students from across the ARC Centre of Excellence in Advanced Molecular Imaging Australian nodes, in attendance at the 2019 Imaging Summit, a tailored a professional development activity bringing in specialists and representatives from industry, academia & business to engage with students at the session.

**veski** kickstart will provide students with the skills to develop effective pitching strategies, and the opportunity to put their learning into practice with a variety of sector specialists.

The half-day program will comprise of three distinct activities:

### 1. Workshop

- To provide a learning opportunity on how to develop and communicate a pitch.

### 2. Pitch Pursuit

- Students will form small groups and rotate to pitch to sector specialists;
- Sector specialists will commence the session by providing 30 second 'elevator' pitches to students;
- In turn, students will provide a 30 second elevator pitch, to hook the sector specialists into a deeper conversation of up to 3 minutes on the student's science, followed by feedback.

Pitches should be tailored for the following sector specialists;

- **Cross-disciplinary science;**
- **Industry; &**
- **Networking and social media.**

Pitches should aim to include an understanding of International Collaboration and Advocacy for Women in STEM.

### 3. Networking over lunch

A networking lunch with sector specialists and students to provide a further opportunity to practicing pitching skills with those they have not yet engaged with.

### 4. Working in teams - an industrial perspective activity with David Middlemiss

# workshop facilitator & sector specialist

## Ms Michelle Gallaher, Chief Executive Officer, ShareRoot

Michelle Gallaher has been an entrepreneur, allied health clinician, advocate and leader in the Australian life sciences and health sector for over 25 years.

Michelle is best known for her role as a champion of the Victorian biotechnology industry and in advocating for women in science, technology, engineering, mathematics and medicine (STEMM). She has sponsored, championed and mentored many in the technology, biotechnology and medtech start-up community, particularly women.

Her career spans working as a clinical orthopist diagnosing and treating patients with low vision, pharmaceutical marketing and product development, through to executive roles in biotech companies and major national research initiatives. Most recently Michelle has served the Victorian biotech industry as Chief Executive Officer of the peak body for biotechnology and medtech in Victoria, the BioMelbourne Network.

Leaving corporate life in 2014, Michelle entered the world of entrepreneurship, co-founding The Social Science, a unique digital marketing and social media communications agency focused on the science, health, engineering and technology sector. At the same time

co-founding a not-for-profit advocacy group, Women in STEMM Australia. Michelle is also co-founder in a third startup, SkinLife, developing skincare from native Australian plants with a group of scientists she was worked alongside for years in other research organisations.

She is a sought-after speaker, mentor, collaborator and influencer particularly on the importance of social media, data, ethics, AI, machine learning and consent in science and health as well as the pivotal role of women in STEMM industries. Michelle is a committed contributor to the Victorian community as an Ambassador for the Victoria Against Violence Campaign and a regular at the St Vincent de Paul's CEO SleepOut in Melbourne.

Michelle has served and continues to serve as a non-executive director and advisor within universities, private and in public companies, not-for-profits and on various government committees and boards throughout her career.

Michelle was awarded the Victorian Telstra Business Woman on the Year 2017 and the Victorian Entrepreneur of the Year 2017 and was inducted into the Victorian Honour Roll for Women in 2018. Michelle was also named as a finalist in the Australian Small Business Awards Entrepreneur of the Year 2018 and the Social Science was the winner of a Westpac 200 Business of Tomorrow award in June 2018. Michelle is a Fellow of the Australian Institute for Management and a Graduate of the Institute for Company Directors.

## ShareRoot

## workshop context

**We have all had that moment when someone asks – ‘what do you do?’ – and you find your mind racing, scrambling to organise your thoughts into a narrative that is accurate, translatable and relatable. Or the alternative of telling your story to be met with a blank stare and a mild, ‘hmmm....that’s interesting’ comment and an awkward cliff hanger in the conversation.**

**Having a ‘pitch’ ready that accurately and succinctly tells your story, and is suited to the context and audience, is not something that comes naturally to all of us.**

**Whether it is pitching yourself at a networking event or a job interview or pitching ideas or a technology to a journalist, a potential collaborator, client or an investor, this workshop will explore the key steps in pitching style, content and technique as well as refining your pitch to suit the context.**



## pitch pursuit sector specialists

### industry

Ms Molina Swarup Asthana  
Mr Brett Henderson  
Dr David Middlemiss  
Dr Stéphane Redey

### cross-disciplinary

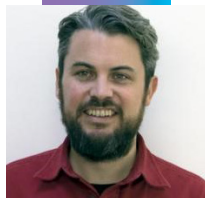
Dr Henry Kirkwood  
Professor Cait McPhee CBE  
Professor Jennifer Stow  
Professor Tiffany Walsh

### networking & social media

Ms Michelle Gallaher  
Ms Mariella Mejia  
Ms Julia L Page

# cross-disciplinary sector specialists

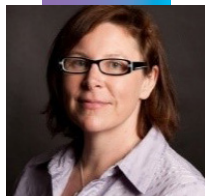
## **Dr Henry Kirkwood, Postdoctoral Researcher, European XFEL**



Henry Kirkwood received his BSc from the University of Canterbury (NZ) before moving to Melbourne to complete MSc degrees at the University of Melbourne and La Trobe University. In 2018 he received his PhD from La Trobe University, for developing methods in engineering and materials science characterisation using synchrotron X-ray and neutron sources while holding an Australian Institute of Nuclear Science and Engineering (AINSE) postgraduate research award.

He is currently a postdoctoral researcher at the Single Particles, Clusters and Biomolecules and Serial Femtosecond Crystallography (SPB/SFX) instrument of the European XFEL, where he is developing methods for structure determination and imaging of nanoscale objects for studying the dynamics of biological and materials science systems.

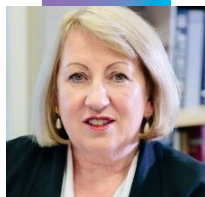
## **Professor Cait McPhee CBE, Member of the ISAC, Imaging CoE & Director National Biofilms Innovation Centre, The University of Edinburgh, Scotland**



Cait McPhee is part of the Physics of Living Matter and Soft Matter Physics groups at the University of Edinburgh where she researches biological self-assembly mechanisms. She enjoys the challenges of interdisciplinarity (originally training in the biosciences before she moved across to physics), and overcoming the barriers facing women in STEM fields.

Cait is a Fellow of the Institute of Physics, the Royal Society of Chemistry and the Royal Society of Biology. In 2016 she was elected a Fellow of the Royal Society of Edinburgh, and awarded a CBE in the New Year's Honours List.

## **Professor Jennifer Stow - Professorial Research Fellow & Head of the Protein Trafficking and Inflammation laboratory, Institute for Molecular Bioscience, The University of Queensland**



Jennifer Stow is a Professorial Research Fellow and head of the Protein Trafficking and Inflammation laboratory at the Institute for Molecular Bioscience (IMB), The University of Queensland, Australia. With a PhD from Monash University in Melbourne, her postdoctoral training and first faculty appointment were at Yale University School of Medicine and Massachusetts General Hospital/Harvard Medical School, USA, respectively. At the University of Queensland, she has served as IMB Division head and IMB Deputy Director (Research).

She has been awarded international career fellowships from Fogarty, Wellcome Trust, and NHMRC Australia. She is the ANZSCDB President's medallist for 2019 and elected as an Associate Member of EMBO.

Jenny's research is focused on trafficking and signaling in epithelial cells and macrophages. She has discovered pathways and molecules required for exo-endo-cytosis and for cytokine secretion. Recent research has uncovered key GTPases, kinases and adaptors for Toll-like receptor signaling and new cell surface ruffles and macropinosomes, all of which contribute to the control of inflammation. This research involves advanced live cell imaging and microscopy together with biochemical approaches.

## **Professor Tiffany Walsh - veski director & Professor of Bio/Nanotechnology, Institute for Frontier Materials, Deakin University**



After an impressive career in the UK, in 2012 Tiffany returned to Australia to the Institute for Frontier Materials at Deakin University, where she is currently Professor of Bio/Nanotechnology. She took up her **veski** innovation fellowship in early 2012 and completed in 2015. Her research interests focus on computational modelling the interface between biomolecules and synthetic materials. Her research portfolio is supported by government, defence, and industry, including Melbourne's own CSL Ltd.

Tiffany served on the Australian Research Council (ARC) College of Experts from 2015 to 2017, and she currently serves on the selection panel for the Victoria Prize and Victoria Fellowships. Tiffany became a member of the **veski** board of directors in December 2016 as a representative of the **veski** alumni.



# industry sector specialists

## **Ms Molina Swarup Asthana, Principal, Swarup Asthana Lawyers**

Molina Swarup Asthana is the Principal of Swarup Asthana Lawyers, practicing in commercial law. Previously she was a Principal Solicitor with the Victorian Government Solicitor's Office (VGSO) for over 10 years and also in a top tier firm Minter Elisson and Clayton Utz. She also has significant experience in the Indian jurisdiction.

She has received awards from multiple organisations for her work as a solicitor, including the Victorian Multicultural Award for Excellence in 2014 and 2016.

Molina is the first Indian born on the board of the Law Institute of Victoria and also on the Board of the Graduate House of the University of Melbourne and the Good Sheppard Aus NZ. She is the President of the International Law Association Victorian Chapter, and the Vice President of the Asian Australian Lawyer's Association, Victorian Convener of the Asian Australian Alliance and the Chair of the Women in Business Chapter of the Australia India Business Council. Molina speaks on SBS Hindi radio regularly on legal issues of interest to Indians living in Australia.

She is a Commissioner for the AFL South East Commission and a member of the Football Federation of Victoria Tribunal. She has also been a Cricket Australia 'Sport for All' Community Ambassador and Commonwealth Games Ambassador.

She is also the founder of the organisation Multicultural Women in Sport which aims to empower migrant women from multicultural backgrounds through sport. Molina mentors regularly on Leadership Victoria Programs as well as lawyers formally and informally through the Asian Australian Law Association and The University of Melbourne.



## **Mr Brett Henderson, Professional Facilitator, Geelong Manufacturing Council**

As a professional facilitator Brett Henderson has delivered on complex strategic projects across multiple sectors including Healthcare, FMCG, Tourism, Government, Financial Services, Academia and Advanced Manufacturing.

Currently working with Australian FMCG and healthcare providers and their (SME) suppliers to build greater capability through digital transformation and traceability of products / services within supply chains nationally.

Brett brings a global perspective having guided hundreds of businesses to export their products / services into over 20 international markets. Working with C-Suite executives and Entrepreneurs he is an advocate for agile, inclusive and collaborative problem solving to create focused results with positive impact. Intrapreneurial as the founder of networks across Australia, connecting, educating and inspiring future business leaders to grow their businesses through partnerships, innovation and strategic thinking.

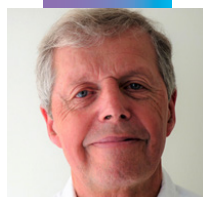


## **Dr David Middlemiss, Independent Consultant, XaviaPharm**

David Middlemiss is a medicinal chemist by training and has over 50 years' experience in Drug Discovery and Development in most disease areas, from genetics through to the marketplace. He graduated from Manchester University and did postdoctoral research at the University of Colorado and the State University of New York.

He started his career at Glaxo where he led the team that discovered the NK1 antagonist, vofopitant, and was involved in the discovery of the H2-antagonist Zantac and the 2-agonist Serevent. At GlaxoWellcome David was International Therapeutic Research Director for Cardiovascular Diseases where he was responsible for projects from Research through to Phase IIa. At GSK, he was Worldwide Director, Genetics Portfolio and was accountable for the prioritisation of the new organisation's genetics and genomics projects.

He has 53 scientific papers to his name and is an inventor on 66 patents. He now acts as an independent consultant.



## industry sector specialists



### Dr Stéphane Redey, Principal Consultant, Pharmaceutical Consulting

Stéphane Redey has been exploring health and wellbeing multidimensionally for more than 20 years, building bridges between disciplines too often foreign to each other. With a solid background in science, technology, human-centeredness and wine tasting, Stéphane has been involved on four continents in the development of a broad range of products, ranging from conventional medicines to functional sensory products, with a particular interest in cannabis, hemp and homeostasis at the moment.

To deepen his understanding of mind/body connections, Stéphane also keeps directly experimenting with some of the best contemporary teachers, such as Meredith Monk, Simon Borg-Olivier and Wim Hof.

Please feel free to approach Stéphane in English, French or German.

## networking & social media sector specialists



### Ms Mariella Mejia, Director, Made With Moxie Digital

Mariella's digital career began in earnest when Facebook pages launched. Seeing the impact that one update could have on her inbox, her events and sponsorships she knew there was no turning back.

Mariella's worked across three continents in digital. From a dating app, radio station to well known digital agencies like Clemenger, BWM Dentsu and The Royals.

Her true love for seeing businesses transform through digital led her to create Made With Moxie - a digital commerce agency that focuses on results. Since then she's worked with and promoted large scale events, luxury cars, wine, beer, festivals, cosmetics and even Kombucha.

### Ms Julia L Page, MD & chief executive, veski

Ms Julia Page was appointed chief executive of **veski** in 2004 after a career spanning the public, private and philanthropic sectors in Australia and the United Kingdom.

As the head of **veski**, Julia leads a team responsible for the continued development and delivery of **veski's** programs focused on talent acquisition and support, global engagement and **veski** testbed activities.

Julia has taken an active lead in developing programs for students in Victoria. In 2015 **veski** kickstart was launched bringing university students and early career researchers together with members of the **veski** connected community to provide insights on how to transition from academia to industry. In 2015, Julia was also instrumental in the development of the inspiring women program including a series of booked out professional development activities and the inaugural **veski** inspiring women fellowships.

Julia relocated to Melbourne in 2000. She completed a Bachelor of Science in Information Business Systems Technology at the University of Essex, UK before beginning a career in IT sales and strategic planning.

Julia sits on the board of the St Vincent's Hospital Foundation, the Victorian Inspiring Australia board and the Australian British Chamber of Commerce board.

Julia is also a Member of the Australian Institute of Company Directors. Julia joined the **veski** board of directors in March 2017.





# students in attendance

Panji Achmari	Physics	La Trobe University
Klaudia Adamus	Dept of Biochemistry and Molecular Biology Biomedicine Discovery Institute	Monash University
Catarina Almeida	Dept of Microbiology and Immunology	The University of Melbourne
Yuanzhao Cao	Institute for Molecular Bioscience	The University of Queensland
Lisa Ciacchi	Biochemistry & Molecular Biology	Monash University
Laura Ciacchi	Biochemistry and Molecular Biology	Monash University
Matthias Enders	Dept of Microbiology and Immunology Peter Doherty Institute	The University of Melbourne
Rachel Farquhar	Department of Biochemistry	Monash University
Megan Farrell	Medicine, Single Molecule Science	The University of New South Wales
Lu Lu	Biochemistry	Monash University
Thiago Maass Steiner	Dept of Microbiology and Immunology Peter Doherty Institute	The University of Melbourne
Chiara Machello	Dept of Biochemistry and Molecular Biology	Monash University
Baharak Mahyad	Single Molecule Science	The University of New South Wales
Hugh Marman	Chemistry & Physics	La Trobe University
Blake Mazzitelli	Biochemistry and Molecular Biology	Monash University
Catriona Vi Nguyen-Robertson	Dept of Microbiology and Immunology Peter Doherty Institute	The University of Melbourne
Sarah Sandford	Dept of Microbiology and Immunology Peter Doherty Institute	The University of Melbourne

# Notes

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# Notes

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## veski kickstart program

The **veski** kickstart program provides a unique opportunity to build connections between students and industry, academia and business sectors to foster conversations, introductions and provide candidates with professional development to assist career progression.

**veski's** key focus is to ensure existing researchers and innovators are business ready by:

- providing training and awareness of enterprise skills;
- connecting them to industry; and
- ensuring they remain relevant and prepared for career progression

Each **veski** kickstart session provides STEM Masters, PhD and early-career researchers, from across Australian Universities, the opportunity to engage and learn from sector leaders who provide insight into career paths; how to manage expectations; assist in developing key skills to aid career progression, and how to navigate differing cultural environments.

The program has evolved since it was first introduced to include panel discussions and presentations with practical tips and workshops allowing students to put the knowledge and skills they have gained into practise.

The series also includes popular breakout sessions where students have the opportunity to speak with leaders across sectors in managed networking groups.

The **veski** kickstart events are part of the **veski** skills, training & education component of our proactive outreach activities - to ensure Australia continues to foster innovative thinking, build capacity in all aspects of our workforce including enterprise skills to capitalise on its investment in educating great minds - by providing them with opportunities to contribute and sustain dynamic careers.

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