

Brett Hooker

Bio After graduating from QUT, Brett was employed at the Queensland Investment Corporation for two years before joining Oracle Corporation. Throughout a six-year period at Oracle Brett was based at the Redwood Shores (California) head quarters. In 2000 he returned to Brisbane to establish an Australian Development Centre. Thousands of companies around the world use the software he has written. Brett then went on to found Sauce Software, providing tailored software which delivers highly integrated online services specifically for small traders. After completing the go-to-market work for Sauce Software, he bootstrapped his own startup, ROARZ computing, which delivers business website services to local small and medium businesses.

Experience 2007 - current ROARZ computing
Notable Facts and Achievements

- Boot strapped new partnership business
- Brought to market business website services for small to medium business
- Delivered underlying product architecture used by the business
- Responsible for strategy, sales, marketing, technology, and finance activities
- Business achieved break even within first six months

2005 - 2007 Sauce Software
Notable Facts and Achievements

- Boot strapped new partnership business
- Brought to market eBusiness platform for small businesses
- Put in place corporate structure, staff, and infrastructure to deliver product to market
- Drove brand recognition activities in the marketplace
- Sold share of business once go-to-market phase was complete

1993 - 2005 Oracle
Notable Facts and Achievements

- Record 220% utilization rate (88 chargeable hours based on a 40 hour standard) while a Staff Consultant
- Managed direct organisations of up to 80 staff, and virtual teams of several hundred
- Lead all facets of the software development lifecycle
- Drove business development in terms of organisational growth and market development
- Extensive customer management experience
- Grew the Brisbane development centre to more than 35 people in three years
- Architected Oracle's Applications Desktop Integrator, Business Intelligence System, Global Demonstration Dashboard, and Global Financial Reporting Solution. These products are used by thousands of customers, and have been translated into over 20 languages.
- 17 years industry experience particularly in the areas of business applications and the practical application of relational database and spreadsheet technology in providing information to business users

1991 - 1993 Queensland Investment Corp
IT Staff - Oracle Development and Support

- Installed and Maintained Oracle Database V6, and Oracle Financials V9
- Developed applications using Oracle Tools including Case V4, and Oracle Card
- Most notable projects were in the property management, legacy systems integration, and spreadsheet integration spaces
- QIC provided Mr Hooker with an excellent training environment, in which he completed in excess of 10 Oracle certified instructor lead training courses within a two year period

Education 1988 - 1990 Queensland University of Technology

- Bachelor of Business (Computing)
- High Distinction for final year project - a 4 person project building a generic inventory control system using Informix on Sco Xenix running on a 25 MHz 386 with 2mb of ram and a 65mb hard drive.

Awards Outstanding Alumnus Award, Faculty of IT, QUT, 2000

Testimonials

“Brett has made a significant and highly valuable contribution to the Queensland ICT community. His commitment to Queensland resulted in the establishment of the Oracle Applications Centre in Brisbane, which significantly enhanced the standing of Queensland both nationally and internationally. His more recent foray into Sauce Software puts him at the forefront of the new revolution in ICT, as we move to utility computing and the ubiquitous and simple access to enterprise computing capability by companies of all sizes. His vision and commitment in my view qualify him as an outstanding candidate for this award.

Perhaps less well known is the tireless and outstanding contribution that Brett makes to the evolution of the ICT educational community in Brisbane. QUT launches a suite of new degrees in 2007, intended to play a major role in the regeneration of ICT education in Queensland, and Brett has made a leading contribution to this activity. Without his selfless commitment to the cause of ICT education, we would be a poorer community, much less able to ride with confidence into the future.” - **Simon Kaplan, Executive Dean, QUT**

“Brett is an outstanding IT professional and now entrepreneur. It has been my pleasure to work with him to establish Sauce Software to service the need of SME's in Queensland and provide them with the tools to compete in an increasingly globalised marketplace. Brett is a very impressive young man and a wonderful role model and spokesman for the Queensland IT industry.” - **John Puttick - Founder and Chairman of GBST.**

“Brett Hooker is one of those rare individuals who combines a great depth of knowledge of IT with two specific things—enormous enthusiasm, amazing people skills. I don't believe I've ever come across someone in the industry who inspires as much as Brett does. You leave every interaction with Brett feeling as though you've just interacted with someone who absolutely knows their stuff and knows it in a way that lifts you to a new depth of understanding and commitment. To me he's an exact model of how professionals in this industry should be.” - **Paul Dunn, Founder and CEO, ResultsNet Australia**

“Brett Hooker's contributions to the Queensland and Australian ICT industry are as varied as they are profound. Above all else, Hooker is a passionate and persuasive advocate of the role of an Australian development industry, and of continuous innovation as a driver of sustainability. All in all, it is difficult to find an area of the QLD ICT industry in which he has not made a substantial contribution, and I would unhesitatingly recommend him for the Pearcey Award.” - **James Hogan - Associate Professor, Faculty of IT, QUT**