



# Orren Pruncun

## AWARDS & HONORS

- “Australia Day Citizen of the Year Award” - Unley (2015)
- “Mentors you should know in the startup space: Adelaide Edition” – Startup Daily(2014)
- “Best Entrepreneurial Educator of the Year” - Business/Higher Education Round Table (2013)
- “30 Under 30 - Honorable Mention” - Anthill Australia (2013)
- “Top 50 Australian Startup Influencers” - Startup Daily (2013)
- Delegate - Global Entrepreneurship Congress (2013)
- Winner of “Best Team Pitch Prize” & “Ninefold Prize” - Mobile Enterprise Growth Alliance Masterclass (2012)
- Winner of “Vibrant City Team Challenge” - Adelaide Capital City Committee Emerging Leaders Forum (2012)

## PROFILE

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## TESTIMONIALS

“When New Venture Institute at Flinders University was established, I needed someone who could help me with marketing, sales, business development, publicity and product development. I had no hesitation in hiring Orren to provide consultancy on strategy and implementation of these key areas for New Venture Institute because he is a thought-leader, thinker and do-er in our industry. Orren had already excelled in the start-up ecosystem within Adelaide, developing a formidable brand and reputation for execution. With a need to also develop authenticity quickly the New Venture Institute benefitted from his skills in this area. I would recommend and I continue to engage Orren in specialist roles where creativity, speed and market knowledge are key requirements. Hire him before your competitors do.” **Matt Salier, Director – New Venture Institute at Flinders University**

“I met Orren through Start Up weekend and was so impressed with his ability to attract participants, mentors and sponsors and co-manage an outstanding event that we asked him to assist MEGA. Orren did an amazing job, professional, committed, innovative, responsive and, most importantly, successful. I would highly recommend him for any marketing role.” **Peta Pash, Project Manager – MEGA**

“Witnessed Orren’s marketing skills in the way he led the state’s first Start up Weekend event. In a very short period of time he was able to build strategic partnerships with first rate sponsors including Microsoft and Google, put together a great panel of judges, mentors and keynote speakers. He has a great combination of enthusiasm, professionalism, business acumen and the ability to find a way to deliver in spite of obstacles.” **Richard Busulwa, Business Manager, Emergency & Perioperative Medicine – SA Health**

See, read and hear more than **100+ testimonials** on my website.

## SELECT UNIVERSITY TEACHING WORK

- Lecturer & Marker in Innovation and Creativity (INNO1001) – Flinders University (2017-Present)
- Lecturer in Enterprise and Innovation Project/Start-up Ventures/Going Live! Entrepreneurial Strategies, Resources and Activities (BUSN3045/BUSN9145/INNO1003) Flinders University (2014-2020)
- Lecturer in New Venture Design and Creation (DSGN3712) Flinders University (2014-2018)
- Lecturer, Topic Co-ordinator & Marker in Regulating Small Business (LEGL2114) Flinders University (2016-2017)
- Lecturer, Topic Co-ordinator & Marker in Regulating Technology (LEGL3112) Flinders University (2016-2017)
- Lecturer in Mobile Enterprise (INFS4017) – University of South Australia (2016-2017)
- Marking for Corporations Law (BUSN2042) – Flinders University (2016)

## SELECT ADDITIONAL WORK

- Freelance in Lead Generation, Sales Conversion & Customer Engagement (2011-Present)
- Marketing Manager - New Venture Institute (2013 - 2015)
- E-commerce Marketing Manager - The Distillery Co. (2013)
- Marketing Consultant – Yesoft & 52boyin - Innovyz Start Accelerator (2013)
- Senior Associate - Flinders Partners (2012 -2013)
- Business Analyst/Interim CEO - Thereitis (2012)
- Operations Manager – Solar Quotes (2012)
- Director Of Marketing - Mobile Enterprise Growth Alliance (2012)
- Customer Development & Validation - Parcel Champs (2011)
- Events Marketer & Coordinator - Griffin Alliance (2007-2011)
- Chief Marketing Officer, Chief Financial Officer, Director and Trainer - Australian Entertainment Training (2008 -2010)

## SELECT ADDITIONAL EXPERIENCE

- Create More Customer Podcast – 127 episodes (2019-2020)
- Product Launch Podcast – 5 episodes (2015)
- Unley Business and Economic Development Committee Independent Member (2015-2017)
- Mentor - Club Kidpreneur (2014)
- Mentor - GovHack.org (2013)
- Startup Australia Inc. - Advocate (2013)
- Founder, Director & Secretary - Startup Adelaide Incorporated (2012 – 2018)
- Judge - Flinders University Business Planning for New Ventures (2012)
- Mentor - Startup Weekend Cambodia (2012)
- Cofounder, Facilitator & Organizer – Startup Weekend Adelaide (2011 – 2017)

## OBJECTIVES

**Personal Vision** - to have the greatest impact with the most people, leaving the world a better place than I found it, while having amazing experiences and empowering others.

**Personal Mission** - to coach and to be coached.

**Personal Brand Promise** - to create and discover from anywhere.

**Personal Values** - Family, health, pro-activity, integrity, mutual benefit, understanding, learning, honesty, communication, balance, respect and independence.

## PERSONALITY

**Myers Briggs** - INTJ/The Mastermind  
“Independent, original, analytical, and determined. Have an exceptional ability to turn theories into solid plans of action. Long-range thinkers. Have very high standards for their performance, and the performance of others.”

**Belbin Team Roles** - Shaper  
“Lots of energy and action, challenging others to move forwards.”

**Team Management System** –

Thruster/Organizer  
“Establishing and implementing ways of making things work.”

**DISC** - Driver  
“People who score high in the intensity of the “D” styles factor are very active in dealing with problems and challenges.”

**Big 5** - RCOEI  
“Not swayed by emotions, interested in intellectual pursuits, thinks before acting, very scientific, fearless, calm in crisis, driven by reason, self-confident and knows why they do things.”

## SELECT BUSINESS PUBLICATIONS

- “The Definitive Digital Marketing & Sales Manual: How To Get More Customers More Often” – Unpublished book manuscript (2016)
- “8 Ways to Get the Most out of Startup Weekend” - Tech Cocktail (2015)
- “The Virtuous Circle of Startup Weekend” - Up Global (2014)
- “5 Common Mistakes Recent Grads Make When Looking For Work” - Elite Daily (2014)
- “First dollar earned is the hardest for tech startups” - In Business (2013)
- “Olsen redefines strategy for startups” - In Business (2013)
- “Adelaide IT potential an echo of Silicon Valley” - In Business (2013)
- “How to Be A Successful Entrepreneur In Adelaide” - Adelaide Tweet (2013)
- “How To Start Up In Adelaide and End Up In Silicon Valley” - Adelaide Tweet (2013)
- “A Qualitative Evaluation of the Effectiveness of Australia’s Internet Censorship Regulations” - Murdoch University Electronic Journal of Law (2007)

## EDUCATION & QUALIFICATIONS

- Leigh McClusky Media Training (2014)
- Beyond Words public speaking Masterclass (2014)
- FabLab Digital Fabrication & 3D Printing Masterclass (2012) Mobile Enterprise Growth Alliance Masterclass (2012)
- Australian Institute of Company Directors - Strategy and Risk for Company Directors (2012)
- Certificate IV in Finance Services - Westpac RTO (2008)
- Barrister and Solicitor of the Supreme Court of South Australia (2007)
- Commissioner for taking Affidavits in the Supreme Court of South Australia (2007)
- Bachelor of Laws and Legal Practice - Flinders University (2007)
- Bachelor of Arts (Philosophy, International Relations) - Flinders University (2005)

## SELECT SPEAKING ENGAGEMENTS

- Proviso BankStatement’s ProvCon (Guest Speaker)
- Unley Business Breakfast (Guest Speaker)
- Australian/New Zealand UpSummit (Panelist)
- Australian International Documentary Conference (Guest Speaker)
- Pembroke School (Workshop Facilitation)
- Pecha Kucha Adelaide (Guest Speaker)
- The South Start Conference (Panel Chair)
- BDO (Panel Chair)
- Majoran Distillery (Guest Speaker)
- Social Media Adelaide (Guest Speaker)
- Adelaide Lean Startup Group (Guest Speaker)
- Piper Alderman Lawyers (Event Facilitation)
- Microsoft Adelaide (Event Facilitation)
- The Inventors Association of Australia (SA) Inc (Guest Speaker)

## SELECT PERSONAL PRESS

- The Advertiser/Adelaide Now
- Messenger Press
- Unley Life
- In-Business Magazine
- Startup Daily
- Startup Smart
- The New Daily
- IT Wire
- Australian Anthill
- Fresh FM
- InDaily
- Radio Adelaide
- Inside Adelaide
- Radelaide.me
- e27 Web Innovation Asia
- Microsoft Bizspark
- Glam Adelaide