



## Media Contact

Justin Barrie, Co-Founder and Chief Marketing Officer  
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## The Team

**Daniel Bisa** is the co-founder and Chief Executive Officer at Perkler™.

With a wealth of experience in effective funding and execution both of new ventures and individual projects, Daniel brings a strong background in finance, financial markets, and business management to Perkler™.

As managing director of a large business involved extensively in property development, investment and hotel management, Daniel has instilled a culture of innovation, measured risk taking, and market forecasting that has seen the business grow and prosper. During this time, Daniel has overseen a complete restructure of the organisation, invested in and brought to market numerous projects, and managed the growth and changing direction of the business.

His involvement in Perkler™ stems from the combination of a great idea and his passion for new technology.

## Tertiary Qualifications

1989 – 1992: Bachelor of Economics (Honours) - University of Sydney

2003 – 2006: MBA - Australian Graduate School of Management.

## Work History

1992-1996: Derivatives Market Maker – Macquarie Bank

- Managed an options and derivatives book with full responsibility for funding, risk management, market awareness and pricing strategies.
- Proprietary traded on Macquarie's behalf in any markets he deemed attractive.

1996 – 1998: Founder and Chief Trader of DLB Trading Pty Ltd

- Interest rate derivative specialist trading and market making.
- Wound down when Sydney Futures trading floor closed as risk/return was not attractive in a screen environment.

1998 – 2007: General Manager then Managing Director of Bisa Property Pty Ltd

- Full control of the direction, financing and investments of Bisa Property's various businesses.

2007 – Present: Chief Executive Officer at Perkler™. Hands on everything, with particular focus on big picture strategy, scalability and the business model.

## Why Perkler™ and not property investment?

Great idea coupled with a market opportunity, versus a mature over-regulated market with an unfavorable risk/return ratio. Mix this up with an entrepreneurial zeal and there is the answer in a nutshell.



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**Justin Barrie** is the co-founder and Chief Marketing Officer at Perkler™.

Justin is one of the country's leading customer-led designers and a high-level strategic marketer. He comes to Perkler, having run his own successful consultancy firm Design Managers Australia Pty Ltd for the past five years.

During that time he developed strategic marketing and user-focused product offerings for some of the nations most important institutions such as the Australian Taxation Office, CSIRO and Queensland Rail. He has also been involved in Executive Business Planning for a diverse range of clients including the ACCC, Australian Nurses Federation, Comsuper and the Department of Prime Minister and Cabinet.

Justin is a communications graduate and has been a member of the Australian Marketing Institute (AMI) for over a decade. During that time he has seen the movement to metrics based marketing and brand evaluation evolve and has been a key player in that space.

In February 2007 was interviewed by BRW on the future of design in Australia.

## Work History

Justin has tertiary qualifications in Communication from the University of Canberra, graduating in 1992. He turned those to practical use by working as a political researcher as a member of the Federal Parliamentary Press Gallery from 1994 – 1997.

In 1997 he moved to the Australian Taxation Office, where he specialised in media relations. He was chosen to further specialise in crisis management – gaining an RMIT certificate in Crisis Management Skills.

From 2000 – 2003, he worked at leading design in ATO communications and the design of the superannuation system, specialising in facilitating diverse internal and stakeholder groups on behalf of the Tax Office.

In 2003 he left the ATO to found Design Managers Australia. In November 2007, Justin joined Dan Bisa in forming Perkler Pty Ltd. Sensing an emerging need in the loyalty market space the two founded the company with a view to providing a consumer-based solution to program management for users.

Though continuing the operations of DMA for a time in parallel, Perkler is now the full-time focus for Justin.

## Highlights

- Co-Founder and Chief Marketing Officer – Perkler
- Founder and Principal Consultant – Design Managers Australia
- Executive Level 2 Strategic Marketing and Design – Australian Taxation Office
- Senior Legislative Researcher – Specialised Press Agency



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## The Team

**Adam Cooper** is Chief Technology Officer at Perkler™.

Adam is a naturally gifted programmer who has evolved into an innovative technical strategist. He brings front-line application development in an SME setting, combined with experience in and a love of the latest web 2.0 technologies and enterprise solutions to Perkler™.

Originally from a print background, Adam was encouraged to explore web-based technologies as a way of advancing the business and began writing applications to streamline all aspects of the print industry. Recognising the potential in web based applications and business delivery, he commenced working with small and medium businesses throughout Canberra, designing and creating customised business solutions.

Adam is a stickler for web standards, accessibility, and good coffee.

## Work History

In 1998, Adam deferred from an architecture degree after becoming disillusioned. To pass the time, Adam took up a Tafe course in print production and was quickly snapped up by Canberra's largest offset printer, National Capital Printing, after showing exceptional potential.

Within 12 months, Adam was given the task of designing an interface for clients to submit business card data. This project would grow throughout his career, and has since been adopted by Blue Star Print Group to be used throughout Australia and New Zealand. The application enables direct interaction with a huge range of some of the nation's largest employers right down to small business clients looking for highly customised solutions.

Throughout his 10 years at NCP, Adam became an integral member of staff, being heavily involved with all tendered print and warehouse work.

To keep developing his skills, Adam, along with his partner Karmin, formed Laural IT Consultants in 2001. Laural designed and constructed custom web-based solutions for small-to-medium businesses throughout Canberra, including a complex finance system for the Botswana High Commission.

In January 2008 Adam took a leave of absence to work as a contractor on the development of Perkler™. Within weeks it became obvious that Perkler™ offered a chance to develop something innovative and Adam took the chance to be part of a start-up with outstanding potential. He has been full-time with the company, as CTO, since July.

## Skills

- Technical strategy
- UML mapping for enterprise approach to solution design
- Perl, Php, Javascript, Sql, Xhtml, css
- Graphic design utilising Illustration



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