



**ASX Release**  
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## **Dr Wesley McClendon appointed to Board of Directors & Executive team**

*Key highlights:*

- **International thought leader and management consultant, Dr Wesley Payne McClendon to join Gooroo Ventures Board of Directors**
- **Dr McClendon to assume executive role of Chief Strategy & Transformation Executive, focused on growth and advisory**

Gooroo Ventures Limited (“Gooroo” or “the Company”) has appointed Dr Wesley (Wes) Payne McClendon as Chief Strategy & Transformation Executive. He has also been appointed to the Gooroo Board and Wes will also create and chair a Scientific Advisory Board.

Dr McClendon has an extensive global background in Human Capital Management, Transformation, Strategy and Leadership Development. He is also a thought leader and lectures on these subjects at Macquarie Graduate School of Management, Melbourne Business School and Victoria University Graduate School of Business. At the latter Wes is also an Industry Executive and member of the Advisor Panel, Change, Innovation and Leadership.

Dr McClendon’s role at Gooroo will be focused on international business growth, strategic advisory and thought leadership. He will lead key client implementations and support Gooroo partners in their development and execution of transformation as well as playing an important role in supporting Gooroo’s strategic client initiatives.

Gooroo Founder & CEO, Greg Muller, says, *“Wes’s appointment represents a step forward for Gooroo as we position ourselves strategically, operationally and globally for the future. I believe he will be a significant contributor to our future success.”*

Throughout his career, Dr McClendon has built global experience across three integrated strategic functions as an advisor, executive and thought leader. As Managing Director, Edinburgh Institute in Scotland and Hong Kong, he led strategic leadership initiatives across the health service. As Executive General Manager, Head of People and Capability at Grocon, he developed and automated key strategic functions aligning business and people strategy, performance culture and leadership development. In addition, Dr McClendon has also held partner roles at Ernst & Young and Mercer (UK). As an author of more than 25 published articles and two books, Dr McClendon has contributed significantly to the thinking and discussion of strategic alignment, transformation and managing human capital.

Dr McClendon commented:

*“What Gooroo has done is not only profound, it’s profoundly disruptive. As a management consultant, executive and academic thought leader, many of the insights I’ve gleaned and advice I offered was based on analogue people data; outdated, non-quantified information with inconsistent and variable impact. In contrast, Gooroo has disrupted the entire strategy value chain from strategic intent through to decision making and execution. By starting at the point of human thinking, Gooroo has digitised an end-to-end platform on which to build capability for understanding and solving enterprise-wide problems.”*

Dr McClendon has a PhD and MSc in Human Resource Management and Industrial Labor Relations from the Pennsylvania State University. He served as a member of President Bill Clinton’s Working Group on Welfare Reform and Chair, Maryland State Department of Education Advisory Committee. He was appointed by President Clinton and the US Secretary of Education as US Delegate, United Nations Confintea V – 5th International Conference in Hamburg, Germany.



### **Investor Enquiries**

Mr Peter Nesveda  
Corporate Affairs & International Investor Relations  
Intuitive Pty Ltd  
Tel: +61 3 9504 8420, Mob: +61 (0) 412 357 375  
Email: [peter@intuitiveaustralia.com.au](mailto:peter@intuitiveaustralia.com.au)

### **Media Enquiries**

Ms Jocelyn Hunter  
Managing Director  
Bench PR  
Mob: +61 (0) 404 194 459  
Email: [jocelyn@benchpr.com.au](mailto:jocelyn@benchpr.com.au)

### **About Gooroo**

The pace of technological change necessitates rapid transformation of national economies, industries and businesses. Gooroo applies a world-first understanding of how we think to reinvent how individuals, teams and transformational leaders prepare, grow and thrive in this uncertain future.

Gooroo helps leaders apply the right tools at each step of a change or transformation process. Professional development programs develop the understanding of human thinking and how it is applied to improve decisions and tackle problems of all sizes.

Gooroo's people analytics platform delivers a more effective and integrated approach to organisational design, workforce planning, recruitment, succession planning and talent development. The platform also supports individuals (students through to senior executives) in career decisions and professional development.

Gooroo technology is capable of processing large datasets to deliver an understanding of how people make decisions, at scale.

In October 2017, Gooroo lodged a patent application on the process of human thinking - securing Gooroo's globally unique ability to chart how we make decisions and choices. Gooroo's Human Thinking Research Unit is planning two more patents applications in 2018.

In June 2017, Gooroo was awarded Innovation of the Year in the Big Data / Machine Learning category at the AIIA iAwards (Vic).

In May 2017, a sales and marketing team was established to begin commercial engagement.

In January 2016, Gooroo announced a global alliance with Microsoft.

For more information on Gooroo, visit:  
Investor Hub: [www.goorooventures.com](http://www.goorooventures.com)  
Website: [www.gooroo.io](http://www.gooroo.io)

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