Simon Foster BSc (Comp Sci) *UNSW* MACS (Snr) CP

Head of Product Integrations - Xero
President & e-Invoicing Lead – Digital Service Providers Association of Australia and NZ

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▼ Summary

A technology entrepreneur with experience across Europe, Asia Pacific and North America. I have garnered more than 25 years' experience working for early stage and high growth technology startups, mid-size enterprises and multi-nationals.

Working across a number of key roles over this time has allowed me to develop a significant understanding of the technology landscape, including specialist knowledge of data security, scanning and invoice transfer and the ERP & accounting ecosystem.

I have held a number of industry & professional association roles. I am currently the elected President & e-Invoicing Lead of the Association of Digital Service Providers Australia New Zealand (DSPANZ – formerly ABSIA). I was Treasurer & Small Business Convenor of the Australian Computer Society (NSW Branch) and am presently the NSW Chair & National Treasurer of the non-profit Pearcey Foundation.

Through these roles and my professional position, I have been called to sit on various industry & government consultative committees and advisory groups. I am the co-chair of the Australian Tax Office Strategic Working Group, co-chair of the ANZ Peppol Industry Practice Statement Working Group and member of the OpenPeppol International Invoicing Working Group and Service Provider Representative on the OpenPeppol Agreements Revision Task Force.

▼ Experience

Head of Product Integrations • Xero

May 2021 – Present   Sydney, Australia

Xero is a beautiful, intelligent platform built to help small businesses and their advisors grow and thrive. Born in the cloud, Xero connects businesses with the accounting tools, apps and the thousands of data points business owners need in one place, available at any time, on any device. Since its founding in 2006, Xero has become one of the fastest growing software-as-a-service companies globally. Xero leads the New Zealand, Australian, and United Kingdom cloud accounting markets, and has an emerging presence in North America and Asia.

Following the acquisition of Tickstar AG and Invoici, I have joined Xero's Product Team to be part of the leading and significant investment in e-Invoicing, Peppol and small business workflow automation. As the subject matter expert for e-invoicing, I help enable beautiful software that will be used by millions of businesses worldwide.

GM – Asia Pacific • Storecove

Oct 2019 – April 2021 Sydney, Australia

Storecove acquired the e-Invoicing business of Squirrel Street and established an Asia Pacific operation to service the new Peppol jurisdictions in Singapore, Australia & New Zealand and to prepare for the expansion of Peppol to other countries.

Storecove helps thousands of companies with faster and more efficient invoicing. As a fully AS4 compliant Peppol Access Point, Storecove connects large companies and ERP systems to the Peppol network. Companies choose Storecove for its unique global invoice format conversion and delivery. One connection, global connectivity.

* Achieved accreditation for Storecove in Singapore, Australia & New Zealand – the first Service Provider to be accredited in every Peppol jurisdiction globally.
* Managed local staff including Sales Manager and Customer Service
* Managed Storecove's compliance with AU & NZ Cybersecurity framework, including ISO27001 compliance
* Conducted interoperability tests for SG & AUNZ BIS Billing extensions
* Presented at NZ Peppol launch event and ABSIA Annual Conference on International Invoicing WG
* Assisted partners in achieving IMDA Singapore Peppol Ready Provider status, representing 1/3rd of accredited providers
* Enabled partners and customers in Singapore, Australia + NZ including Xero, ABSS/Financio, eBlueprint and the Australian Department of Prime Minister & Cabinet

Founder & CEO • Squirrel Street

Apr 2010 – Oct 2019   Sydney, Australia

Squirrel Street is a pioneer in scanning, digitising and organising receipts to facilitate tax and GST return preparation, reimbursements, budgeting and bookkeeping, based on OCR and machine learning technologies. Formerly, Shoeboxed Australia, Squirrel Street split from US parent company, Shoeboxed Inc. in 2015, to focus its attention solely on the needs of Australian and NZ small business owners. Not only does Squirrel Street meet the ATO's conditions for the use of digital receipts for BAS, annual returns, audits and other reporting requirements, it's the only digital receipt management provider currently registered with the ATO.

As CEO I was responsible for executive management, overall strategy, capital raising & investor relations, together with my co-director and business partner. After e-Invoicing assets were sold to Storecove in Oct 2019, I am no longer involved in day to day management but remain on the Company Board.

* Negotiated initial agreement with licensor, Shoeboxed, Inc; and then subsequent license changes including eventual buy out of agreement in 2015.
* Capital raised over lifetime of $2m
* Achieved and maintained profitability
* Represented company at speaking engagements, media interviews, government & industry consultations
* Post-2015 took on CTO responsibility, and managed migration between cloud infrastructure providers, implementation of Peppol e-Invoicing using AWS serverless technology, and a complete rewrite of accounting integration layer
* Management of staff – 20 employees at peak

Executive Director – Technology & Operations • Triple Cloud
Jul 2009 – Jun 2010   Sydney, Australia

Triple Cloud was a SaaS / Cloud Software reseller, established to drive the adoption of cloud computing in the Australian & NZ market by distributing SaaS products via the channel. Triple Cloud represented leading SaaS vendors from across the world and assists in localising their products, support and sales processes for the specific needs of the Australian and NZ Markets.

Responsible for business operations including finance and accounting, partner technology due diligence and contract negotiation

* Signed distribution agreements for 7 products including Shoeboxed (which became a separate entity)
* Presented to hundreds of IT resellers about cloud & SaaS
* Provided pre-sales & technical post-sales assistance to IT resellers on Triple Cloud products
* Won CeBIT Australia Advantage Award for best new product

GM– Service Delivery • BlueFreeway
Jul 2007 – Jun 2009   Sydney, Australia

BlueCentral is a hosting and business infrastructure provider, delivering domain names, shared web hosting, dedicated hosting, Colocation solutions and data centre facilities. BlueCentral is a portfolio company of BlueFreeway, a leading group of digital and interactive marketing and communications companies.

Responsible for Customer Services and Technical Support, Data Centre Operations and BlueFreeway Group IT servicing a customer base comprising a mixture of government and enterprise such as Prime TV, NSW Board of Studies and IKEA, as well as SMEs and consumers.

* Implemented services best practices including periodic and event customer satisfaction surveys, Project and Ticket QA processes
* Implemented improved support infrastructure including knowledge management, ticketing and call centre telephony / IVR
* Reinvigorated network operations team into skills based specialists, stabilised network infrastructure involving renegotiation of data centre and bandwidth agreements.
* Sought industry accreditations including Microsoft Gold Partner and SCP Standards
* Achieved consistent improvement across KPIs, such as call abandon rate and customer satisfaction
* Executive level customer escalations
* Managed Group IT in a shared services model with separate P&L

Technical Services Manager • Schneider Electric - CitectSCADA
Aug 2006 – Jun 2007 Sydney, Australia

Leading Industrial Automation and Management Systems Software Vendor developing leading products such as SCADA and AMPLA.

Responsible for escalation and resolution of support issues as manager of level 3/4 support & maintenance development team. Visited customers globally to manage complex problem resolution.

Designed and operated support infrastructure, systems and processes to SCP Standards

Previous Roles

Role	Company	Years	Location
Technical Director, Asia Pacific	Workshare Technology	2005 – 6	Sydney, AU
Director, European Advertising Technology Services	Lycos Europe	2003 – 4	Stockholm SE, Copenhagen DK, Gutersloh D
Technical Director, Benelux, Scandinavia & S Europe	Mercury Interactive	2002	Brussels B
VP, Technical Services EMEA & Asia Pacific	DoubleClick	1997 – 2001	London GB
Internet Systems Engineer	Telewest	1996 – 1997	London GB

▼ Industry & Professional Roles

Role	Organisation	Years
President	Digital Service Providers ANZ (DSPANZ / ABSIA)	2021 –
Vice President		2019 – 2020
e-Invoicing Lead		2018 –
Treasurer		2017 – 18
Board Member		2016 –
National Treasurer	Pearcey Foundation	2020 –
NSW Chair		2019 – 2020
National Committee		2017 –
NSW Committee		2014 –
Treasurer	Australian Computer Society (NSW Branch)	2015 – 2016
Executive Committee		2014 – 2016
Convenor, Startups & Small Business SIG		2010 – 2014

▼ Education

University of New South Wales, Sydney, Australia
* Bachelor of Science (Computer Science). Major in Computer Networking & Operating Systems

Senior Member & Certified Professional, Australian Computer Society

▼ Other Interests

Football (Soccer) Referee – Level 2 (State Competitions)
Football Referee Assessor – Level 2
Startup Investor & Mentor
I still code for fun – Scala, NodeJS & Go