

Simon Foster

GM – Asia Pacific, Storecove
Founder of Squirrel Street
Vice President & e-Invoicing Lead – Australian Business Software Industry Association

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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 including Vice President & e-Invoicing Lead of the Australian Business Software Industry Association, Treasurer & Small Business SIG Convenor of the Australian Computer Society (NSW Branch) and NSW Chair of the Pearcey Foundation. Through these roles and my professional position, I have been called to sit on various industry & government consultative committees and advisory groups, including the Digital Business Council's e-Invoicing working groups, the Australian Tax Offices' Strategic Working Group and the OpenPeppol International Invoicing Working Group.

▼ Experience

GM – Asia Pacific • Storecove

Oct 2019 -Present 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
- * 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

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

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

Vice President	Australian Business Software Industry Association	2019 –
e-Invoicing Lead		2018 –
Treasurer		2017 – 18
Board Member		2016 –
NSW Chair	Pearcey Foundation	2019 –
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