

## Greg Baker – Summary

*Greg Baker straddles academia (he lectures in Computational Linguistics at Macquarie University) and entrepreneurship (with two successful exits and numerous CTO and advisory roles). His client list after more than 25 years of consulting includes a who's-who of startups, multinationals, governments and charities. Greg works best in chaotic environments: startups growing rapidly or larger organisations needing fresh energy to execute a turnaround.*

## Expertise

### Areas of strong expertise:

- Natural language processing and computational linguistics, including ChatGPT and its competitors.
- Data science, machine learning and MLops.
- DevOps and Site Reliability Engineering.
- CTO roles for establishment of people, projects, product and processes.
- Organisational listening to bring the sales and tech sides of the business together.

### Other areas of expertise:

- Education and e-learning
- Enterprise IT support, systems and integrations
- Amazon AWS APIs and services
- E-commerce
- Computer vision
- Architecture scaling and database design

## Contact Details

<b>Phone:</b>	+61 408-245-856	<b>E-mail:</b>	gregb@ifost.org.au
<b>Github profile:</b>	solresol	<b>Skype:</b>	greg.baker

## Languages Spoken

<b>English</b>	Natively	<b>Mandarin</b>	Really, really badly
<b>Esperanto</b>	Terrible, but comprehensible	<b>Cantonese</b>	Enough to understand my in-laws
<b>German</b>	Native speakers beg me to stop	<b>Bahasa</b>	Used to be OK, terrible now
<b>French</b>	Can read a bit, translated a book successfully	<b>Bislama</b> / <b>Tok Pisin</b>	Only for communication emergencies
<b>Latin</b>	Mostly forgotten	<b>Koine Greek</b>	Not too bad, but not that useful
<b>Korean</b>	Just started learning it		

## Misc Diplomatic

APEC card holder (can visit most Asia-Pacific countries without obtaining a visa)	Contact me face-to-face for details of security clearance level.
---	--

## *Some Sample Consulting Clients*

- ACT Treasury
- Administrative Appeals Tribunal
- AkademiGA Malaysia
- All Phones
- Allianz
- Alphawest
- Armis
- Astra Zeneca
- Atlassian
- Aon
- Auckland City Council
- Australian Federal Parliament
- Barker College
- Bloomberg
- Breville
- Catholic Education Office
- Centre for Organisational Innovation
- City of Kingston Canada
- Clayton Utz
- Commonwealth Bank
- Cranbrook School
- Defence
- Department of Human Services
- Douough
- Dimension Data
- Entertainment Partners
- Hewlett-Packard
- HSBC
- Fandom
- FastPass
- Fujitsu
- General Assembly
- Gigster
- Grand Design Systems
- GWA
- Healthy Price
- Hewlett-Packard
- HSBC
- ING
- Lilyfield Partners
- Meat and Livestock Australia
- Melbourne Water
- Microfocus
- Microtech DPS
- Morgan Stanley
- NIB
- North Sydney Council
- NZ Ministry of Social Development
- Novartis
- Optiver
- Optus
- Origin
- Panasonic
- Papua New Guinea Telikom
- PeopleReign
- Pixc
- Prince of Wales Medical Research
- Royal Automobile Club of WA
- Royal Children's Hospital
- Royal Women's Hospital
- RPA Nuclear Medicine
- Signature Control Systems
- SDI
- SkyCity
- Smith Family
- Sunrice
- Swire Group
- Sydney Cognitive
- Telstra
- Taupo Council
- TNT
- Trinity Grammar School
- True Digital
- Trustpower
- Unbox Research
- Uniting Care
- Universiti of Teknologi Mara
- Vanuatu Treasury
- Vodafone
- Volt
- Waverley College
- Web Punch
- Woolworths
- Youth off the Streets

## Involvement in Nascent Businesses<sup>1</sup>

When	Who	What they do/did	What I did for them	Where they are now
2023-	<b>Servicely</b>	ServiceNow clone at a fraction of the price	CTO / Advisor for their AI strategy	Just closed another funding round. Profitable.
2023-	<b>Unbox</b>	Recommendation engines for media	Advisor, helping strong tech founder learn sales	Just starting out.
2023	<b>Carted</b>	E-commerce everywhere	Advise on data science team reorg	Climbing up the league tables on Crunchbase
2021	<b>Intalayer</b>	NLP for product managers	Advisor, developed initial language model	Growing strongly
2020-2021	<b>Synthetic Data</b>	Fake data for vision models	CTO	Terminated
2019-	<b>Pixc</b>	Retouching of e-commerce photographs	CTO	Growing strongly
2019-2020	<b>PeopleReign</b>	Chatbots for ITSM	Product development	Operational
2018-2019	<b>Daisee</b>	Call centre analytics and compliance	CTO	Raised largest seed round in Australia; in use at several major companies
2017	<b>Soapbox365</b>	ServiceNow add-on	Natural language processing (NLP), machine learning, chatbots	Ran out of funding
2016	<b>Clapit</b>	Social media platform	Some programming and database work	Pivoted since then
2015	<b>Atlassian</b>	Jira and Confluence	Developed a service catalog	I can't claim much credit for their success, really.
2006-2007	<b>Google</b>	You've probably heard of them	Reliability engineer in their Zürich office ... it wasn't exactly a start-up when I was there, though.	Trillion dollar market cap, but I can't claim much credit for this either.
2004-2006	<b>Control-ability</b>	Smart housing building control	Infrastructure design, project management, software development	The software was still running reliably in 2022.
2000-2006	<b>Centre for Organizational Innovation</b>	HR and staff surveying via the web	Developed their software and partly financed them	Successful exit after many years of profitability.

<sup>1</sup>I also *left* the team at CSIRO that went on to build WiFi because I didn't think their approach was right. As it turns out, actually they were right, I was wrong. So I'm not 100% accurate in picking winners. Also, I've left out a lot of companies from this list that you haven't heard of.

## Academic History

<b>PhD</b>	Australian National University	2023-
<i>Ultrametric Approaches to Explainability in Language Model Embeddings</i>		
<b>MRes (Masters of Research)</b>	Macquarie University	2021-2022
<i>p-adic Regression and its Application to a Problem of Computational Linguistics</i>		
<b>B.Sc. with First class honours</b>	Macquarie University	1992-1996
GPA: 3.75/4.0. Awards: 3 Mathematics, 1 Computer Science.		
Thesis: <i>Q-gol: a system for describing quantum computation</i>		

## Books Published

<b>Planning, Deploying and Installing Data Protector 9</b>
Published February 2015
<a href="http://www.amazon.com/dp/B00T68FR64">www.amazon.com/dp/B00T68FR64</a>
<b>Operating, Running and Supporting HP Data Protector 9</b>
Published February 2015
<a href="http://www.amazon.com/dp/B00T99I4VK">www.amazon.com/dp/B00T99I4VK</a>
<b>Migrating, Cloning and Obsoleting Data Protector Cell Managers</b>
Published December 2014, #1 book on Amazon Australia by an Australian author in the “Business Software” category in its first week after launch.
<a href="http://www.amazon.com/dp/B00QWFM5NM">www.amazon.com/dp/B00QWFM5NM</a>
<b>A Better Practices Guide for Populating a CMDB</b>
Published March 2014
<a href="http://www.amazon.com/dp/B00J4GZ006">www.amazon.com/dp/B00J4GZ006</a>
<b>How to use HP DataProtector 8</b>
Published September 2013
<a href="http://www.amazon.com/dp/B00FBD54F2">www.amazon.com/dp/B00FBD54F2</a>
<b>When Medusa Went on Chatroulette</b>
Published December 2015
<a href="http://ww.amazon.com/dp/B018GBRDCC">ww.amazon.com/dp/B018GBRDCC</a>
<b>Heidi Grandma</b>
Published February 2021, this is a translation from French of the 4th book of the Heidi series.
<a href="http://www.amazon.com/dp/B08WH6774S">www.amazon.com/dp/B08WH6774S</a>

## Patents

<b>GGL-1722-00-US</b>	Information Technology Management Using Diagrams
-----------------------	--

## Parliamentary Evidence

Urged by Hon Chris Bowen MP (Federal Assistant Treasurer) to submit <b>A Suggestion for Fringe Benefit Tax Changes for Public Transport Tickets</b> to the Australian Treasury Future Tax System Review	April 2009
Invited to provide evidence on the impact of section 17 (intellectual property) of the Free Trade Agreement between Australia and the USA following submission of <b>A Suggestion for Two Small Additions to Chapter 17 of the USA-Australia Free Trade Agreement</b> . Subsequently gazetted.	April 2004 (and October 2005)
Testified before the Australian House of Representatives Enquiry into Broadband Wireless following my submission of <b>Finding A Reasonable Compromise for the Use of 802.11 Equipment in Australia</b>	May 2002

## Achievements, Awards and Highlights

- On the team at CSIRO Radiophysics that went on to create wifi
- Built and sold two successful businesses
- Developed the world's first quantum computing simulation language
- Invited to give parliamentary evidence to the national inquiry into broadband wireless
- Patented an aspect of Google's large-scale system administration
- Found a bug in Google's pagerank algorithm
- CTO of Daisee, which had (at the time) Australia's largest seed funding round
- Played on stage at the Opera House with the Piano Guys
- Won the Australian mathematics competition twice
- International award winning composer
- Published the first English translation of one of the books in the Heidi series
- Built one of the largest computational linguistics datasets (LEAFTOP: an average of 300 words in 1500 languages)
- Contributed clauses to the Australia-USA Free Trade Agreement on digital rights management