

## 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.

### Second-tier expertise:

- Education and e-learning
- Enterprise IT support systems and integrations
- Service desks and call centres
- Healthtech
- E-commerce
- Computer vision

## Contact Details

|                        |                 |                |                    |
|------------------------|-----------------|----------------|--------------------|
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## 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 / Tok Pisin</b> | Only for communication emergencies |
| <b>Latin</b>     | Mostly forgotten                               | <b>Koine Greek</b>         | Not too bad, but not that useful   |

## 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. |
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## *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
- Front
- Fujitsu
- General Assembly
- Gigster
- Grand Design Systems
- Grain Research Development Corporation
- GWA
- Harbour Neurology Group
- Healthy Price Healthcare Cost Estimation
- Hewlett-Packard
- HSBC
- ING
- Lilyfield Partners
- Meat and Livestock Australia
- Melbourne Water
- Microfocus
- Microtech DPS
- Morgan Stanley
- Mutinex
- 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
- Servicely
- 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   | Pivoted.   |
| 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   |
| 2019-2023 | <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 Organisational 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>Machine learning on non-manifold structures</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

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| <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*