**Introduction**

Rael Dusheiko is the CIO at a consumer goods business in Rosebery, Sydney called Sunnylife Group Pty Ltd.

Sunnylife Australia is the brand and they sell gift and homewares goods directly to consumers via the brands 4 websites in Australia, UK, Europe and the USA as well as through a large wholesale network around the world. There are three offices: Sydney, London and Los Angeles.

Sunnylife has three related companies including Sunnylife Australia, BullAnt Logistics and Mr & Mrs Jones - the latter of which recently went into administration and now exclusively trades online, though it was previously a ‘bricks and mortar’ retail chain.

The Gift & Homewares industry is heavily reliant on the retail store space, whether it be online or a physical store, both of which are consumer driven: consumers spend more during times of cultural celebrations (for example, Christmas) and during Summer months.

**The Work**

Rael overseas all ‘Technology’ regarding all three companies.

A Combination of in-house work and managing relationships with third party partners. His role within Sunnylife is mostly software related as this is where Rael’s skills lie. The infrastructure, security, internet and connectivity is all outsourced and Rael manages our engagement with those partners.

His other duties include reporting, business processes, tech support, documentation, training, counselling and office all-rounder as Rael has been in the business a long time.

**Interactions**

Rael deals with everyone at Sunnylife and the company is technology related: from the owners to the pick and packers at the warehouse, Rael adapts his language so people from all levels of the company can engage with the conversation - this type of communication is a key part of Rael’s job and his best skill, being fluent in both English and Nerd.

Rael works with Developers, Sales Team, Production Team, Purchasing Team. The interactions are more about how to help them get their job done and less about their actual job. People are often frustrated and impatient due to a lack of understanding. Most people are not IT professionals. Rael thinks of his colleagues as his clients.

Rael has little interactions with other IT professionals aside from networking events. He finds IT professionals to be far more Technical than he is and find that he does not have much in common with them. 2 friends work in IT, one in sales at Microsoft and the other is a Lawyer.

**Spending Time**

1. Majority of time managing processes around exceptional events regarding operations that are not a traditional business transaction, not necessarily technology related.
2. Improving business processes through technology that is then either worked on by the team, or outsourced.

**Challenges**

The trade off between budget, time and requirements.

Managing the outsourced partners to be appreciate the urgency of specific issues facing the business.

Rael believes that the essence of the IT industry is using Technology to make peoples lives easier. Technology is a means to and end is not an end in of itself. Many technologists forget what they need to do by getting caught up in the technology itself.

Example within Sunnylife and how our servers are set up – any employee globally, has access to any file at any time in an instant.