

Profile

Jude Ellen

Strategist, advisor, ideas activator, economist, project consultant

I am a strategist adviser innovator and facilitator. I love finding ways to help people and their ideas flourish.

My experience has been honed by co-founding and running two businesses. Through client consulting projects I gathered insights and expertise into the many ways our systems frame, constrain or enable people's ideas and their flourishing.

I worked with people who hold the spark of an idea and a strategy and seek ways to operationalise ideas for impact in for profit corporations, microbusiness, public enterprises, and entrepreneurial and traditional social enterprises.

My experience in business is built on early professional experience in public health, social change advocacy, and in economics and financing of community care.

I welcome people's ideas now more than ever, post COVID re setting for personal and collective regeneration, recognising accelerating dynamic systemic uncertainties impacting us - in supply chains, market demand, geopolitics, investment and financing, technology, ecology, health, legacy systems and in wellbeing. Personal and regional resilience matters.

2022 unexpectedly was personal immersion in the crisis world of aged care in setting up and managing a home based 24/7 care team, reactivating my professional expertise in aged care policy and home-based support with searing contemporary insights into the economic and impacts analysis of broken aged care systemic fragility.

Now the ways I aim to help people flourish is threefold:

- 1. Activating Ideas to business as an analyst, adviser and consultant**
 - with people with ideas
 - finding a minimum viable proposition and action pathways, while attending to impact, risk, technology, creative thinking, and delight, and partnering for scale up
- 2. Strategic repositioning in the face of dynamic change**
 - consulting on short term projects to help organisations explore, confirm and execute revised strategies for rapid repositioning.
- 3. Offering expertise and guidance in aged care**
 - exploring ideas for radical systemic innovation, viability, and reinvention for home care

EXPERIENCE

Founder Rust490, Activator and Consultant. 2014- ongoing www.rust490.com

Rust490 started up in Darwin in 2014 to help people, ideas, and business flourish through dialogue, collaboration, and creativity. A co work coffee and events space, Rust490 became a hub for NT entrepreneurship.

- Co-founded the Darwin Freelancers and Entrepreneurs' Meet Up
- Co-created IdeasFest, the first innovation community festival hackathon in Darwin, with later events for Top End Women, Tourism, Indonesia, and India
- Helped kick start the Darwin Innovation Hub, run the first GovHack NT and the first NT Techstars Start-up Weekend
- Jude Ellen and Rust490 recognised as one of ten national innovation activators by Australia Post Regional Pitchfest
- Partnered to create The Hive at Nightcliff - the first NT screen industry hub co workspace
- Innovation Advisor, Innovation Territory, Northern Territory Government

Rust 490 now offers advice and support to entrepreneurs and has consulted on rapid strategic repositioning projects for organisations since 2018, often in partnerships.

Co-Founder & CEO Dolphin Software 2001-19

Tech IP start-up in early e-survey and e-forms technology, with a lengthy commercialisation journey from Darwin, selling patents eventually to corporations, and to patent poolers and brokers in the global business software market.

Transformed Dolphin into a specialist services company, assisting clients across Australia to innovate, evaluate and re-invent by

- measuring performance
- reviewing and measuring customer and staff feedback and services efficiency
- analysing risk/ opportunity for innovation

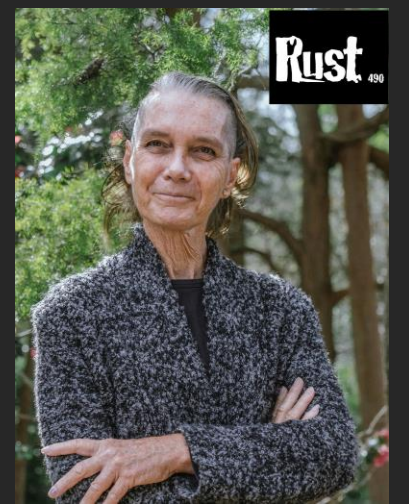
My role as CEO was strategy, sales, client relationships, project design, and execution lead for agile teams across public, private and NFP clients, multinationals to local, in diverse industries. 200+ projects with 75-100% target audience engagement.

Consultant 1995-2001

- Business analysis and management review for community organisations across the NT
- Case management practices deployment for all NT crisis accommodation agencies
- Review of remote domestic violence community support services across the NT

Analyst & Researcher pre-1995

- Advocacy, policy research and analysis in introducing new client home care support across NSW community services sector
- Research and inquiry into impacts of technological change on the world of work.



- Creative strategic analyst
- Systems thinker and economist trained in public health experienced in business
- Consultant
- Facilitator
- Advisor

- Strategic risk/opportunity repositioning
- Business analysis, planning and scenarios
- Lines of sight- strategy to operations, research to impact
- Measurement frameworks
- Innovation frameworks & methods
- Ideas ideation exploration
- Customer journey mapping
- MVP and go to market strategies
- Lean canvas business planning

Innovation Advisor, Innovation Territory, Northern Territory Government

Qualifications

- Senior Executive Program Mt Eliza Melbourne Business School
- Master of Public Health Sydney University
- Bachelor of Economics (Honours) Sydney University
- Accredited Professional Coach (pending 2023)

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Rust490 works on Larrakia country. We acknowledge and pay respect to all First Nations peoples past and present