

SA BUSINESS

Adelaide big data company Exposé to push for gender equality among its ranks as it expands workforce into Melbourne

ADELAIDE business intelligence and data analytics firm Exposé has expanded into Melbourne but is placing employee equality high on its agenda.

Renato Castello, The Advertiser

 Subscriber only | July 25, 2017 12:00am



 Exposé Data's Rajesh Kotian, who has been recruited for the company's Melbourne expansion, technology chief Etienne Oosthuysen and head of sales and marketing Kelly Drewett. Picture: Bianca De Marchi

ADELAIDE business intelligence and data analytics firm Exposé has expanded into Melbourne and has ambitions to more than double its Australian workforce within the next 12 months.

But the King William St firm has another goal: to improve its gender balance.

The company, which has recorded revenue in excess of \$2.5 million in its first year, has two women among its 15-strong workforce.

Head of technology and solutions Etienne Oosthuysen said it was “tricky” finding the necessary talent to meet the company’s rapid growth but that hiring more women was a priority.

“In this industry that is a big thing for us, to try and not be male heavy and make it as equal as possible,” the father of a one-year-old girl said.

To that end, the company has partnered with St Peter’s Girls School to introduce students to the world of big data.

Kelly Drewett, Exposé head of marketing and sales, said Year 10 students from next year will gain experience as “consultants” for Exposé, which will contribute to the students’ special projects component of their IT studies.

The students will work for four “mock” clients and have to come up with a business solution under the guidance of Exposé mentors.

“I’ve been on boards in the past where we’ve talked about getting university students and mentoring them and showing them what it’s like to work in the real world, but in some ways that’s too late,” she said.

“Nowadays, we are looking at primary schools, because there are a lot of kids out there who can operate an iPad or computer better than parents.”

She said about 24 St Peter’s students will work on the Exposé project for up to two hours a week for a semester.

It comes as Exposé has this month employed its first Melbourne-based consultant Rajesh Kotian, who has moved from Bupa where he was an information and business consultant. The expansion into Melbourne had been assisted by Adelaide City Council, which had referred Exposé to two Melbourne councils.

Ms Drewett said the company cannot hire business intelligence and data analytics consultants “fast enough” to meet demand.

“It’s hard, we’ve managed to secure 15 best-of-breed consultants in South Australia and we’re probably going to look for another five over the next six months in Adelaide alone,” she said. “We’ve started with one in Melbourne this month, then we’re predicting we’ll bring on another two in the next two to three months, and hopefully the next six to 12 we’ll be at 15 in Melbourne.

“Our customers here passed work to their peers interstate, so we were getting more and more work in the eastern states, we were sending our team from Adelaide either over there to work and working remotely, so it just made sense to look at bringing more staff on, certainly in Melbourne.”