

**Broadbanding  
Australia**



## Media Release

**24 May 2010**

### **NBN Co appoints Head of Product Development and Sales.**

NBN Co. Limited, the company established to deliver the National Broadband Network, today announced the appointment of Mr Jim Hassell to its senior executive team.

Mr Hassell will be Head of Product Development and Sales from June and will report to NBN Co Chief Executive Officer, Mike Quigley.

“Jim has extensive experience in working with customers in the technology sector and complements the diverse breadth of experience that we have within the NBN Co management,” Mr Quigley said.

“The establishment of a Product Development and Sales division in NBNCo will ensure the organisation forges productive relationships with retail service providers as we move to deliver our wholesale products to the market,” he said.

Mr Hassell was selected following a detailed selection process through executive search firm Egon Zehnder International.

Mr Hassell will be based in Sydney.

Please find below a summary of Mr Hassell’s executive experience.

### **Brief executive background:**

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**Jim Hassell** has more than 25 years of experience in the Information Technology and Communications industry with most of his career spent with IBM and Sun Microsystems.

Prior to joining NBN Co, Mr Hassell was Chief Operating Officer with managed transmission services provider Broadcast Australia.

From 2000 to 2008 Jim was Sun Microsystems (Australasia) Managing Director. During this time Mr Hassell led an increase in local revenues by 20%, profits by 282% and doubled market share.

Mr Hassell's early career included 12 years at IBM working in both sales management and product operations roles. He later joined Sun Microsystems in the UK in a number of sales management roles prior to his move to Australia in 2000.

Mr Hassell has a Business degree and is an Australian citizen. He has previously lived and worked in the UK, France and Denmark.

For further information.  
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