

# Global Business Camp 2027

## GUEST SPEAKERS



1–3 March 2027  
Crowne Plaza  
Surfers Paradise



### Mark Carter

#### **The Five Elements of Value: Holistic value and enhancing human capability in the digital age**

Based in Melbourne, delivering internationally, Mark Carter brings almost 30 years of lived experience in learning, leadership and behaviour.

As an author and master storyteller he fuses cinematic keynote delivery with strategic insight. His book, *'Add Value'*, published globally by Wiley, was the deep dive for the model shared as an inspiring TEDx speaker.

Mark is a frequent media contributor and founder of a learning management system for small and medium sized enterprises. Mark collaborates with organisations on critical business pillars including: people, culture, leadership, value, sales, onboarding, strategy and performance.

Mark Carter doesn't just deliver keynotes or facilitate workshops, he creates cinematic, rich learning experiences that spark insight, shift behaviour and leave a lasting impact.

With 28 years' international experience, Mark has helped global brands, blue chip companies and SME's elevate leadership, culture, sales and adaptability through transformative learning and development.

**Mark and Beza will collaborate together on the session titled: ROCKET Sales Capability: Sales strategy and skills for today and tomorrow.**

MC



### Beza Mickan-White

#### **ROCKET Sales Capability: Sales strategy and skills for today and tomorrow**

Beza Mickan-White is a Melbourne-based entrepreneur, presenter, and creative director with over a decade of experience across media, fashion, and events.

She has interviewed national and international stars and collaborated with global brands including Adidas, Asics, and Foot Locker.

As the co-founder of MC Presents, Beza facilitates corporate workshops that empower teams through communication, confidence, and storytelling.

Ethiopian-born and Australian-raised, she brings a unique global perspective to every project – combining creativity, strategy, and authenticity to build brands, inspire audiences, and drive meaningful connection through her community initiatives.

The diversity of Beza's recent experience showcases her capability and talent...

- Creative Director for Original Ballers media sports & lifestyle publication 2022-23
- Womens Basketball World Cup 2022 Media Host – 7 part video series showcasing the teams competing for championship status
- Creative Director & Host of Australia's first NBA Allstar Weekend
- L'occitane En Provence 12-month Staff Training Workshop Facilitator



### David Jenyns

#### **SYSTEMology: Create Time, Reduce Errors, and Scale Your Profits**

David Jenyns is a serial entrepreneur, systems devotee, and founder of SYSTEMology, a company dedicated to helping business owners worldwide scale and streamline their operations.

With over 20 years of experience in franchising, digital marketing, and business strategy, Jenyns has established himself as a trusted leader in the industry.

After successfully systemising his own digital agency in 2016, Jenyns turned his attention to helping others achieve the same level of success.

He founded SYSTEMology, a proven seven-step process for managing clients and implementing systems in their businesses.

Today, his mission is to empower business owners to work on their businesses, not in them.

Through his workshops, keynote addresses, and podcast, Business Processes Simplified, Jenyns has helped thousands of business owners achieve exponential growth and success.

He is a passionate advocate for leveraging systems to simplify and streamline business operations, and his commitment to excellence has earned him the trust and admiration of his clients and peers alike.





## Inbal Rodnay

### AI Without the Overwhelm: A Practical Guide for Busy Business Owners

Inbal is Australia's leading voice on AI adoption working across APAC.

She is the lead author of the CA ANZ Certificate in AI Fluency.

Before launching her practice, Inbal was Head of Technology and Innovation at Melbourne's BlueRock, where she led teams through automation, streamlining and building tech confidence inside a real firm, with real deadlines, real resistance and real results. That experience shapes her approach today: practical, grounded and built for busy businesses.

She regularly delivers keynotes, strategy sessions and workshops for CA ANZ, CPA Australia, Law Australasia, ProVision Eye Care and business networks.

Her sessions are known for being hands-on, energetic and grounded in the real pressures of business life.

- Inbal is the Author of *AI Magic – 6 Steps to AI Mastery in Your Firm* (No. 1 Amazon bestseller).
- 2025 Fintech Leader of the Year.
- 2025 Most Influential Women in Technology Stevie Silver medallist.

*Session synopsis: You're not behind. You're just being careful, and that's smart. This session is for business owners who want to use AI but don't want to experiment with their client data or waste time on tools that don't stick. We'll cover what's ready now, what's emerging, and what's just noise. You'll leave knowing exactly where to start and what to say yes (or no) to.*

## Inbal Rodnay



## Jeremy Khoh

### Driving Change: Tools to lead yourself and your team as technological pace increases

Jeremy is a leading voice on leadership, change and high-performance teams.

He is the Founder of Khoh Partners, a leadership and team development firm that works with businesses to elevate performance during times of change. His work focuses on providing practical, evidence-based tools to improve decision-making, communication, and productivity under pressure.

Jeremy is a keynote speaker, workshop facilitator and has lectured at UNSW Business School on Organisational Resources and Future of Work Project.

He combines academic rigour with real-world application, with his commercial experience including roles at KPMG, The Arnotts Group and on the Regional Executive Leadership Team at Kelsen Group in Hong Kong.

Jeremy is also a Certified Practitioner in DISC Communication Styles and Psychological Safety Index.

Recognised as a LinkedIn 'Top Voice' in professional development, Jeremy has been trusted by organisations like Chartered Accountants Australia and New Zealand and Seedlab Australia to deliver masterclasses for their SME audiences.

Jeremy has also worked directly with small and medium businesses across consumer goods, construction, retail, marketing, medical, education and professional services.



## Lisa Kelliher

### Effective feedback and difficult conversations in the workplace – A framework

As Chief Executive Officer of Be Challenged, Lisa Kelliher has built a career grounded in learning and development, cultural enhancement, educational design, and team development.

Holding a master's degree in arts and education, Lisa has worked extensively across non-government independent schools, where she led professional development initiatives for staff, students, and parents. Prior to her appointment as CEO, she served as Head of People and Culture, Head of Business Support, and an in-house Educational Consultant.

Her experience in Registration and Accreditation with the New South Wales Education Standards Authority further strengthened her expertise in designing professional development programs that align with compliance requirements while empowering employees. She is passionate about creating learning experiences that enhance team synergy and prioritise wellbeing.

An accomplished speaker and presenter, Lisa delivers workshops and programs to clients across diverse sectors. She is particularly passionate about developing students' soft skills to ensure learning extends beyond the classroom, and she designs bespoke programs that support teacher morale and wellbeing. Lisa also contributes to improving graduate outcomes through her involvement with the Australian Association of Graduate Employers Advisory Group.

