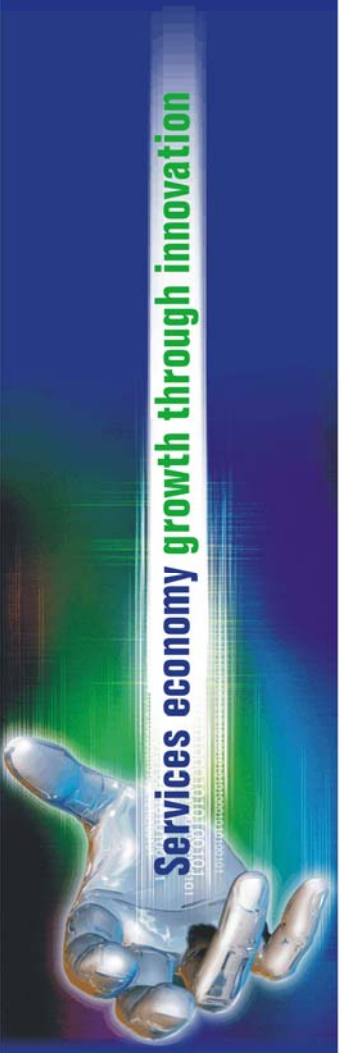
SMART SERVICES CRC

Mark Cohen - Director

Mark Cohen is a digital media industry veteran with more than 15 years of experience. His background includes strategy and project implementation of web and online technologies in the retail and media industries. Mark is currently with Fairfax Media as Head of Technology within the Marketplace Division, one of the largest divisions within the organisation. The division runs a portfolio of web businesses including domain.com.au, mycareer.com.au, RSVP.com.au, Stayz.com.au, to name a few.

In this role, Mark manages team of 95 technology professionals with an emphasis on online businesses, with almost all involving some form of transactional activity. This ranges from RSVP which is largely driven by online consumer transactions through to the classifieds sites which blend B2C and C2C and involve both large-scale invoicing and per-listing transactions.

Prior to Fairfax Media, Mark was CIO at Deals Direct, where among many projects, he implemented secure key technologies as logical platform extensions, managed its payments integration, and provided best practice systems for operational transparency and daily guidance to the technology team and the broader business.



Fact Sheet

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