

Michael O'Sullivan - Director



Michael O'Sullivan is Director, International Markets. This covers the international investment attraction activities for NSW including the recent establishment of NSW overseas offices in China, Abu Dhabi and Mumbai; the Asian Engagement Strategy and the Trade Promotion Program and Export Advisor Network.

His previous role was Executive Director, Industry. In this role Michael developed programs to assist the commercialisation and internationalisation of businesses and research organisations in NSW. This was achieved through strong links to national research organisations and development of programs such as the Australian Technology Showcase and the biotechnology strategy which assist emerging technologies. He has had a focus on innovation in sectors where NSW has a sustainable competitive advantage, eg. financial services, logistics and business services, creative industries, health and medical devices, ICT, manufacturing. This involves linkages to major international and local corporations and to small and medium sized enterprises.

Michael has worked on major projects, including business leveraging of the Sydney Olympics and other major events. He has developed strong links to companies in the ICT sector and the international promotion of those companies through events such as CeBit Australia. He also has worked closely with industry associations and National ICT Australia and with relevant Federal agencies associated with industry development in Australia especially ICT.

Michael has previously worked with the Premier's Department in NSW, the Federal Department of Trade and the National Bank.