

## **MEDIA RELEASE**

### **Immediate Release**

#### **Australian Institute of Business appoints their first Industry Adjunct – Jamie Harding, CEO & Founder of Theatrix**

This month, the **Australian Institute of Business (AIB)** appointed its very first Industry Adjunct, **Jamie Harding** to the position of **Industry Fellow**.

'We're thrilled to welcome Jamie to AIB. Jamie's appointment will contribute to the advancement of AIB's teaching and learning through participating as an industry expert in Marketing and Entrepreneurship subjects and as a guest speaker at AIB networking events' says Diane Kalendra, Associate Professor Marketing and Entrepreneurship at AIB.

Jamie has over 20 years' experience in the arts industry as an awarding-winning Producer, Executive Producer and for the past decade as an innovator and entrepreneur. Currently, Jamie is the Founder and CEO of Theatrix, a revolutionary new streaming service that delivers live entertainment and theatre performances via a monthly subscription.

Diane shared that 'Jamie's industry expertise closely aligns with AIB's aim to establish credibility and connection with our students and alumni and contribute significantly to being the 'Practical Business School.'

No stranger to entrepreneurship, prior to launching Theatrix, Jamie founded Ovation Centre of Performing Arts in 2010 after identifying a major gap in South Australia's performing arts training sector.

Jamie commented "I'm delighted to be invited to be a part of such a prestigious institution such as the Australian Institute of Business and be able to help so many driven individuals take their careers to the next level. I am excited about this position and truly committed to continuing to inspire future innovators and leaders".

Jamie's ability to spot market gaps and transform business ideas into fully operational businesses will help advance AIB's teaching and learning in its Marketing, Entrepreneurship and Accounting degrees.

As the practical business school, we believe that providing students with real-world experiences is essential to their education and achievement of career ambitions. We are proud to appoint Jamie as our first Industry Fellow and strengthen our practical linkage for our valued student community.

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**About Australian Institute of Business:** *Australian Institute of Business is a global higher education institution and Australia's largest online MBA provider. Delivered entirely online and designed to fit around the lives of busy working people, Australian Institute of Business' postgraduate business degrees are fully accredited in Australia, internationally recognised and industry-aligned. Australian Institute of Business has a history of over 37 years of excellence, and a network of more than 16,000 students and graduates across 95 countries.*

**About Jamie Harding:** *Jamie is an Executive Director, Award Winning Producer, Theatre Maker, Innovator and entrepreneur. He graduated with honours from Flinders University Drama Centre in 2006, with a Bachelor of Creative Arts.*

*Over the last 10 years, Jamie has worked as CEO and Artistic Director of professional theatre company Gener8 Theatre. In this role, Jamie held responsibilities for the management of the company's human, financial and physical resources and exercised executive, business and artistic judgement in overseeing high levels of programming output, high-level government and stakeholder relationships and fundraising.*

*In August 2018, he premiered his latest production, In the Pines which was the first production in the world to ever incorporate Virtual Reality (VR) into the realm of theatre. As a result, Jamie was an invited guest panellist at the 2018 Adelaide Film Festival in an industry forum to discuss VR writing and creating in immersive media- and won the 2019 Ruby Award. Jamie was also a key creative on the hybrid theatre work, Black, that went on to win a Ruby for Theatre Innovation.*

*He was also recently identified by SA Life magazine as one of Australia's biggest trailblazers, innovator and an entrepreneur to watch, as the Founder of Theatrix which is gathering global momentum. Theatrix uses the latest digital and virtual reality technologies to totally revolutionize the way audiences access and participate in arts, music and entertainment experiences. In 2019 he was the winner of the 2019 Gold eNVie award and won the top \$47,000 prize over 90 other Australian innovators and also won the New Venture Institute Demo Day Award and won a trip to the biggest innovation hubs in the United States of America.*

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