



**ASX Announcement**

14 March 2019

## **ShareRoot Board appoints Michelle Gallaher as ShareRoot CEO**

- A recognised leader in the Australian technology sector
- Michelle Gallaher sets an ambitious digital health-focussed agenda for ShareRoot, leveraging the momentum of the MediaConsent Medical project
- New leadership team sets ShareRoot on track for success, shedding non performing assets to conserve resources for a reboot

ShareRoot Limited (ASX:SRO) ("ShareRoot" or "the Company" ) today announced the Board has appointed Ms Michelle Gallaher as Chief Executive Officer of ShareRoot and flagged the development and implementation of a new sharper vision and business plan to be released in the coming weeks.

Ms Gallaher has been promoted from Managing Director of The Social Science (TSS) to the role of Chief Executive Officer of ShareRoot. TSS is a STEM specialist social media marketing agency co-founded by Ms Gallaher and acquired by ShareRoot in April 2018.

"The Board and employees are delighted to welcome Michelle to the CEO role", said Mr Harvey Kaplan, Chairman of ShareRoot. "Michelle is an impressive leader with a compelling vision on how ShareRoot can realise the value of the burgeoning digital and data-driven global economy.

With over 25 years of experience and deep professional networks in the biopharmaceuticals, medical research, health and medtech sectors, Ms Gallaher is very well placed to lead the continued expansion of the company's service offering via the scaling of TSS and commercialisation of the technology pipeline in key markets.

Ms Gallaher is a recognised advocate for a privacy-by-design approach to digital and data-rich technologies, particularly in healthcare, that if successful, could herald a revolution in the way we research and deliver medicines, services and support.

MediaConsent Medical, a pilot program announced in September last year, and led by Ms Gallaher, is without doubt a valuable and viable route to market for the platform technology, influencing the new strategic direction of the organisation in digital health.

“Having worked in the organisation for ten months since TSS was acquired, I can see a clear path toward commercialisation of the MediaConsent technology as well as the introduction of other complimentary data and digital technologies in the global healthcare sector, said Ms Gallaher.

“The plan is to continue to develop TSS to deliver increased near term revenue, introduce new data and digital technologies to grow our service offering whilst maintaining the pressure on foundation technologies that can genuinely change the way we do health research and provide better healthcare outcomes for patients and their families,” said Ms Gallaher.

“Following the results of the review and technology audit, the Board and I have worked quickly to trim the business to conserve cash and shore-up key technology and intellectual assets,” said Ms Gallaher. “What we have now in the business is a dedicated group of exceptionally talented and committed team-players who have enthusiastically embraced the opportunity to sharpen the focus and reset the target.”

“On behalf of the Board and our new CEO, I’d like to express our thanks to the remaining ShareRoot , TSS and Ludomade employees who have all been terrific in helping us to quickly understand the operation of each of the businesses within the group and in contributing to the new vision and developing business plan,” said Mr Kaplan.

“The team we now have in place are an outstanding and exceptionally talented group of individuals who are impressive in their commitment to delivering ongoing excellence for our clients, leading and adapting to change whilst contributing generously at every stage as we reform the organisation.”

Following the resignation of the previous CEO and entire Board on 1 February, the new Board immediately undertook a strategic review and technology audit to determine the health of the organisation and progress against strategic milestones.

Based on the recommendation of the review and audit, the Board actioned a number of structural changes to reduce the cash burn, evaluate and secure technology assets and improve governance. Key outcomes of the review included the shut down of ShareRoot Inc in the US a reduction in employee headcount by approximately 35% and rationalisation of contractors and service providers.

End

For **investor** enquiries: Mr Harvey Kaplan 0412 156 899

For **media** enquiries: Ms Laura Blue, Launch Link. 0416699925 [laura@launchlink.co](mailto:laura@launchlink.co)

## Background

Michelle Gallaher has been an entrepreneur, allied health clinician, advocate and leader in the Australian life sciences and health sector for over 25 years.

Michelle co-founded The Social Science (TSS) in 2014 and three and a half years later in April 2018, successfully sold the business to ShareRoot, remaining on as Managing Director of TSS.

Winning the Telstra Victorian Business Woman of the Year and Victorian Entrepreneur of the Year in 2017, inducted into the Victorian Honour Roll for Women and TSS winning a Westpac 200 Businesses of tomorrow award in 2018, these awards reflect some of the industry-wide recognition and esteem that is held for Michelle.

Throughout her career, she has guided change and advanced the implementation of legislation, policy and funding programs in support of biotechnology, health and medical research in Australia including extending the legislation to allow for wider research scope in IVF and stem cell technology, R&D tax, expansion of funding for medical research, improving intellectual property management and expanding gene technology regulation, for example.

Her career spans working as a clinical orthopist diagnosing and treating patients with low vision, pharmaceutical marketing and product development, through to executive roles in biotech companies and major national research initiatives. Most recently Michelle has served the Victorian biotech industry as Chief Executive Officer of the peak body for biotechnology and medtech in Victoria, the BioMelbourne Network.

Michelle entered the world of entrepreneurship in 2014, co-founding The Social Science, a unique digital marketing and social media communications agency focused on the science,

health, engineering and technology sector. At the same time co-founding a not-for-profit advocacy group, Women in STEMM Australia. Michelle is also co-founder in a third startup, SkinLife, developing skincare from native Australian plants with a group of scientists she was worked alongside for years in other research organisations.

She is a sought-after speaker, mentor, collaborator and influencer particularly on the importance of social media, data, ethics and consent in science and health as well as the pivotal role of women in STEMM industries. Michelle is a committed contributor to the Victorian community as an Ambassador for the Victoria Against Violence Campaign and a regular at the St Vincent de Paul's CEO SleepOut in Melbourne.

Michelle has served and continues to serve as a non-executive director and advisor within universities, private and in public companies, not-for-profits and on various government committees and boards throughout her career.

Michelle holds a Dip in Applied Science, post graduate qualifications in business and marketing and is a Fellow of the Australian Institute for Management and Graduate of the Institute for Company Directors. Michelle is currently completing a global executive MBA with Monash University via a part scholarship, majoring in advanced manufacturing, life sciences and the digital and data global economy.