



### **Charlotte Yarkoni**

#### **President, Telstra Software Group and Co-Founder, muru-D**

Charlotte joined Telstra in March 2013 to establish and lead the Telstra Software Group, a strategic growth division focused on new global software businesses and capabilities for Telstra.

Telstra Software Group was launched in August 2014 with the acquisition of Ooyala. As the head of this group, Charlotte's expertise is used to build high-growth software businesses in markets experiencing digital disruption, adjacent to Telstra's core network business. Charlotte has since led the subsequent acquisitions of Videoplaza and Nativ; now part of the Ooyala brand. As President of the Telstra Software Group, Charlotte serves as Vice-Chairman on Ooyala's Board of Directors.

Charlotte is also the co-founder of muru-D, part of Telstra Software Group. Under Charlotte's leadership muru-D now operates academies in Sydney and Singapore, runs a partner program in Brisbane and mentors a growing alumni of more than 100 entrepreneurs. Each program attracts around 200 applicants, with the successful companies gaining access to a network of more than 200 mentors and experts.

In addition to the Ooyala and muru-D portfolios, Charlotte is responsible for leading the strategy and development of specific software competencies across Telstra. T.DEV was launched in February 2015 as Telstra's first large scale public API developer program and has grown to become the developer engagement platform for the entire business. More than 10,000 developers have registered on T.DEV with 1,000 apps using Telstra APIs.

Charlotte is a veteran of the IT industry and has previously held Senior Vice President positions at EMC and VMware, leading developers of IT infrastructure technology and solutions. She has an extensive background in cloud-based applications and has held C-level roles for both public and privately held technology firms including CEO of a high-tech start-up. Charlotte has also worked for AT&T, IBM, and Accenture.

Charlotte is widely recognised for her leadership in working with seasoned software-based talent to bridge the gap in multiple industries between business and technology. In September 2015 Charlotte was awarded as a Digital Visionary; recognition for her expertise in fostering innovation and digital transformation.

Charlotte's experience in establishing, transforming, and building global business units that have ranged in size from start-ups to large divisions for publicly held companies. Charlotte is focused on leveraging her international experience to deliver innovative and emerging technology solutions to market on behalf of Telstra.

Charlotte holds a degree in Management Science from Georgia Institute of Technology.