



THE BOARD AND MANAGEMENT TEAM

THE BOARD



BRUCE W.D. BARREN – CHAIRMAN

Bruce W.D. Barren has been honored on more than 50 separate occasions by: the Governors of the Commonwealth of Pennsylvania plus New York and New Jersey (in addition to their respective U.S. Senators) along with the Governors of Kentucky and Tennessee.

In California, he has received commendations from various municipal and county governments as well as its State Assembly, Senate, Offices of the State Treasurer, Controller and several Governors. He is the Group Chairman of The EMCO/Hanover Group, which, since its inception in 1971, has concluded more than \$3+ billion in financial transactions worldwide as international merchant bankers, representing more than 1,000 separate corporate transactions.

Mr. Barren specializes in matters attendant to the senior management decision process, including those relating to executive and employee compensation, wrongful terminations, board representation, operating management, planning, financial administration, short and long-term debt and capital involvement, including capital sourcing, encompassing all types of investment requirements – business turnarounds, capital restructuring and merger/acquisition, plus foreign licensing along with corporate valuations for cash/ collateral purposes under the U. S. Bankruptcy Act and separately, for estate planning – including tangible and intangible assets.

Mr. Barren has personally been involved in more than 200 business turnarounds and emerging businesses, worldwide representing more than \$1 billion in annualized payroll.

Mr. Barren has been listed in Marquis' Who's Who in the World since 1989, where also his academic credentials are presented. These include a Bachelor of Science degree from Babson College in 1962 in Accounting and Finance.

In addition, he has a Master's Degree from Bucknell University in 1963 in Finance and Economics plus in 1967 and 1968, two graduate certificates in International Marketing and Finance – with one, from the Harvard Business School and the other, from Cambridge University (Pembroke College) – England. We are honored to have Mr. Barren as our Chairman.



KATE INGHAM - Chief Strategy Officer ORDIOR USA

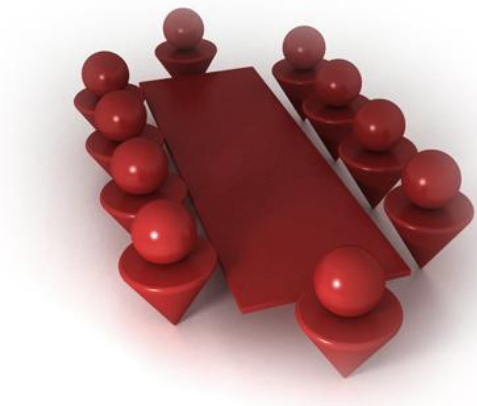


Kate operates a boutique business development and communications advisory firm Ki Media. Clients have included a retail investment firm, a soon to list real estate technology firm, freight, an internet service provider, wine initiatives and secured grants for local councils.

Kate has raised equity capital for early stage businesses, operated as the NSW Innovation Advisor on behalf of the NSW government and served in a senior executive capacity with two federal creative industry agencies. Kate has provided film and television production services in Australia, US & Spain.

Kate works with the ORDIOR board to develop and manage the companies strategic direction, partnerships and alliances.

ordior
Avenue for Creative
and Entertainment Age





DAMIEN REILLY - Chief Technology Officer ORDIOR USA

Dip. Fin. 1987, Member Institute of Export

APRA Full Writer Member 1997

Member of AIR

Member of ARIA

With over 30 years of IT & Music industry experience, Damien brings his vast network and business skills to the table to expand ORDIOR's business. Specialist skills include the ability to integrate practical internet based communication systems into businesses and develop new markets. His vast experience in TV, Film and music production and his global network of digital entertainment content producers provides ORDIOR with a market leading edge over its competitors.

His specialist skills are building simple and efficient digital content management and monetization systems. This combined with his vast and deep understanding of the complex worlds of publishing, rights management and mechanical copyrights allows ORDIOR and its customers to navigate the complex global oceans of the music publishing markets with relative ease.

Damien is an accomplished musician, composer and producer with numerous international recording credits to his name and top 40 chart achievements.

Board Positions include:

CEO – Blue Pie Productions USA LLC: www.bluepie.com.au

CTO – DJ Central TV: www.djcentral.tv

CTO – Riff Mojo: www.riffmojo.com





COLIN SEEGER – Chief Legal Officer and Corporate Affairs ORDIOR USA

Colin graduated in law from Monash University and then became actively involved in the music & media industry for the last 25 years. He was Corporate Counsel and head of Legal & Business for Polygram Australia (now Universal Music) overseeing the Group's legal work for the recording, home video and publishing divisions as well as managing the catalogues of local and international copyrights, trademarks and related deal negotiations with licensors and other media groups such as TV and radio networks.

He returned to the law to become co-partner at Simpsons, Australia's premier arts law firm, where he specialized in commercial transaction law, licensing and protecting intellectual property, venture structuring and management of IP rights in commercial ventures. Clients included The Wiggles, Polygram Records, Warner Music Publishing and MCA Music Publishing.

He founded Abilong in 1996 to advise commercial ventures of all kinds as to how best to secure the maximum benefit from their creative effort and intellectual property. Abilong provides commercial advice to a wide range of enterprises and creative's; clients have included TV program developers, major entertainment events and technology start-ups and Apple Computers (securing the music used on the music used to support the iPod's launch into Asia). The company is consulting to large UK arena events to create IP Matrix analysis and commercialization plans and provides Expert Witness services to litigation such as the highly publicized "Men at Work/ Kookaburra" copyright case.

He co-authored the 1st edition of the Australian music industry's standard text "Music Business" (now in its 3rd edition) and lectures graduate and post-graduate courses at various institutions including University of New South Wales College of Fine Arts and the Australian Institute of Music teaching commercial and business management subjects, focusing on media, licensing, commercial strategies, tax and venture structuring. He was on the Australian Record Industry Association's Copyright Committee and was a member of the of The Law Society of New South Wales' Ethics Committee for four years.

Colin Seeger assists Blue Pie's new ventures become "capital ready" and matches funders with commercial opportunities. Through this work Colin has built close relations with a range of US and UK law firms and has developed a niche business, creating and overseeing filing by patent attorneys, of business system patents and a global network of media contacts and associates in record, television and new media companies

As Blue Pie's internal corporate affairs and I.P Strategist and consultant, Colin works the board to protect and manage Blue Pie's I.P and Digital Assets world-wide. A non-stop powerhouse of life, energy and a great sense of humour, we are honoured to have Colin on the team.



RAJEEV SHIRODKAR - CFO and External Account ORDIOR USA

Rajeev Shirodkar, is a respected Business Professional within the Accounting and Finance industry in Australia and India. Rajeev's background is profound and widespread in the specialties of Finance, Accounting, Operational Planning, International and Domestic Business Development, Strategic Alliances, Business Growth and Venture Capital Raising.

Rajeev commenced his career with Westpac Bank, working with them for 6 years. Then moving on, into the area in Audit of Banking and Finance. Rajeev's services thereafter were engaged by Green and Gold IT for a period of 9 years, until the business was sold to a blue chip enterprise.

Rajeev works with the board of ORDIOR to manage the company capital requirements and global expansion of the companies' software and I.P. patents and a global network of media contacts and associates in record, television and new media companies.



BRIAN LASSITER- Business Development Manager ORDIOR USA

Brian is considered one of the pioneers of the "Atlanta Rap and Hip Hop" music scene. Brian began his career in the music industry at thirteen working as a musician and style setter for his musical peers.

He was mentored by one of the greatest record industry veterans "Mr. Gene Burleson" and with Gene as his role model he soon moved to become his prodigy. This led to his development of a notable amount of experience in radio, promotions, marketing, production and distribution, all by the time he reach the age of seventeen. From here the only was up as they say.

Brian is a pioneer and recognised in many industry bibles. Brian brings over 25 years of brand and marketing sponsorship negotiation and placement skills to the table.



CONTACT US



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