



Christopher Hume

Australian, born February 3rd, 1968

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Christopher Hume became Partner of Matrixs as of early 2010 and will in future head the Australian activities of the company based in Melbourne.

He has extensive experience in new media and the sports / entertainment industries. Chris has worked as a business owner with over 100 staff at Sportal Australia for the past ten years. Before he has worked as a strategy consultant on international assignments and previously as a line manager in the automotive industry in Melbourne.

Chris founded Sportal Australia in 1999. By 2009 Sportal was working with the largest sports organizations, telecoms, and media companies in Australia and New Zealand. Sportal evolved to provide an end-to-end service to blue chip clients, including website design and development, content services (data, editorial and multi-media), online advertising sales, and consultancy services. These services are provided through the Internet and mobile telephones as well as other media formats.

Having lived through a start up, from a concept to a mature business with strong positive cash flow and scale, Chris brings outstanding experience and insights, gained from the 'real world' in a very demanding industry.

Chris worked with Accenture from 1994 – 1999. Amongst other projects he developed strategies for the music industry in London, during a time of industry transformation with the arrival of digital music. 1996, he advised in Hong Kong a major gas company to prepare for the arrival of a new competitive environment during the lead up of the transfer from British to Chinese sovereignty. Chris has been worked on supply chain projects in Melbourne in the electricity industry, as that client moved from a State owned monopoly to a competitive industry.

Chris started his career with Ford Motor Company in 1990 on the Graduate Training program and worked in line management positions in engineering. In 1992 he also had a year with Ford of Europe (1992), working in Strategy planning and three other departments to gain valuable experience in the industry.

Chris is currently a Director of Champion Data, which holds the Official Data license for the Australian Football League and supplies data to media organizations, AFL Clubs and NSOs. He is married with two young daughters.