



Independent MBA Business School

Course Advisory Committee (CAC) Membership

The current membership of the Course Advisory Committee is 6 members (3 internal and 3 external) as at November 2024 –

Simon Chhoeu	Chair (External)
Associate Professor Wayne Smithson	Deputy Chair - Program Director Undergraduate
Wajeeha Butt	Secretary – Postgraduate Administration Coordinator
Associate Professor Richard Xi	Associate Program Director Postgraduate
Lawrence Potter	External
Bernadette Or	External

A profile on each member is provided -

CHAIR - EXTERNAL



Simon Chhoeu

Simon is the founder of Wintergate Chartered Accountants which recently combined forces with Horwood Partners to enhance client services. As Horwood Partners' business advisory partner, Simon leverages over 17 years of expertise in manufacturing, construction, agriculture, and international exports. He has successfully mentored clients on multi-million dollar projects and established business links in Asia. Simon also specializes in self-managed superannuation funds, estate planning, and family business succession planning.

Simon holds a Bachelor of Accounting and a Master of Taxation Law with Honours from the University of Technology Sydney, as well as a Certified Financial Planning course from the Financial Planning Association. He is an FCPA. Horwood Partners has offices in Sydney, Parramatta, and Hong Kong, offering corporate advisory, due diligence, and tax structure reviews for Chinese investors in Australia.

Simon serves on the boards of various community groups and non-profits, including SME Growth Partners and Network Equity. He is the Chair of the UBSS Course Advisory Committee and was elected as the 2017 President of CPA Australia (NSW) Division after 8 years as a Divisional Councillor.

Deputy Chair



Associate Professor Wayne Smithson

Wayne has held a number of senior finance positions including Finance Director for a number of national companies over a commercial career extending beyond 40 years. Most notable senior positions that include National Finance Director for Ernst & Young and Finance Director for the Bank of New Zealand in Australia. While his primary industry focus was in the financial services and insurance sectors, Wayne has experience across many industries including manufacturing, services and logistics.

Wayne has also had significant international experience in the Asia- Pacific region - where as Regional Finance Director for the region for a Swiss based professional services organisation - he was involved in a number of key business acquisitions. Most recently, he has owned and operated a successful Tax and Accounting practice.

As well as holding a Master of Business Administration and an undergraduate degree from Macquarie University in accounting, Wayne is a qualified CPA and is a graduate member of the Australian Institute of Company Directors and a Fellow of the Australian institute of Management.

In addition to 40 years of commercial experience, Wayne has had an extensive career in teaching at Higher Education level. Wayne began to focus on a teaching in 2008 accepting a sessional lecturer position at Sydney University in 2008. In 2010 Wayne turned his attention to Higher Education Teaching as his focus profession and has taught at a number of universities and Colleges including Western Sydney University, Charles Sturt University, Federation University and Charles Darwin University. Wayne has taught at both graduate and undergraduate levels across both Business and Accounting Disciplines, successfully combining a dynamic of theoretical and practical application drawing on his extensive years of commercial experience in particular at Board and Director Level.

Wayne is currently the **Program Director** for the Undergraduate programs at UBSS Sydney campus, an Associate Professor, a member of the Academic Senate and Chair of the Academic Integrity Committee at UBSS.

SECRETARY



Wajeeha Waquar Butt - *MBA, MBus (ERP)*

Wajeeha completed a postgraduate degree - Master of Business Administration at UBSS in 2017. She was awarded the Gus Guthrie Award for the graduating class of 2018 – this is given to an outstanding candidate as acknowledgement of excellence. She went on and achieved a second PG award – a Master in Business and Enterprise Resource Planning - from Victoria University in 2019.

Wajeeha has had a long-term association with academia –She started as a primary level teacher and has worked for the University of Central Punjab as a Lecturer and Business Development Lead from 2020 to 2023. Her area of teaching was Business Strategy and Planning as well as Entrepreneurship.

She returns to UBSS in the capacity of as **Postgraduate Administration Coordinator**. Wajeeha is working with the Office of the Deputy Vice Chancellor and is contributing to supporting the growing Post Graduate program.



Associate Professor Richard Xi - *Cert Bus (UNSW), Cert Ec and Bus (Fudan), Dip Acc (SIT), Dip Interp (NSIT), B. Htl Mgt (SIT), Grad Cert Tourism Management (SIT), Grad Cert China Stud (USyd), Grad Cert Bus Admin (UBSS), MA Asian Studies (UNSW)*

Richard Xi is the **Deputy Program Director** Postgraduate Program at UBSS.

Before Richard relocated to Australia, his professional career commenced at the Shanghai Municipal Bureau of Tourism where he gained several years of experience in hotel management, project management as well as staff development and training.

In 1998 he returned to China and was appointed a Senior Business Development Adviser by a SinoHolland joint venture in Shanghai to provide advice to the JV's business development strategy. Before he joined UBSS, Richard worked at Western Sydney University (WSU) and in charge of student activities and events at WSU the College Westmead Campus. He was the chief presenter in the Colombo Plan seminar 'China's past, present and future' organized by WSU Law School and a chief presenter in WSU the College's 'Cultural and Language Exchange Program (CLEP)'. Prior to WSU, he worked at UNSW Global (University of New South Wales) as a business development coordinator, marketing officer, China project manager in coordinating UNSW Global/UNSW's international business plan and project with China.

He was a cultural adviser and editor to Alan Manly's book 'The Unlikely Entrepreneur' (Chinese version), and a cultural adviser to the book 'Doing Business in China' (published by UNSW press)



Lawrence Potter

Lawrence is the CEO of Strategon, a strategic management consulting firm. With 30 years of commercial experience, he has consulted for a diverse range of industries, including FMCG, engineering, IT, consumer services, and more.

An entrepreneurial business management advisor, Lawrence specializes in commercializing and growing businesses across various sectors. He works primarily with small and medium-sized businesses, both domestically and internationally, helping owners, managers, and entrepreneurs to expand their operations.

His consultancy focuses on developing and implementing strategic options for sales, marketing, and business development. He also provides skills training in areas such as sales management, strategic marketing, digital marketing, export management, and customer acquisition and retention.

Lawrence's experience is further enriched by his academic career at Macquarie University and Western Sydney University, where he has developed and delivered strategy management and marketing programs.



Bernadette Or

Bernadette Or holds a Bachelor's in Economics and Accounting, a Graduate Diploma in Social Impact Studies, a Graduate Diploma in Document and Knowledge Management, and a Master of Commerce in Professional Accounting. She is passionate about social and for-purpose businesses and their potential to create social value globally.

Ms. Or arrived in Australia in 1985 as a postgraduate student at the University of NSW and later became a citizen. She began her career as a part-time accountant at Russell Reynolds while completing her Master's degree. She then progressed in the commercial sector, working at Kentucky Fried Chicken, P&O Australia, and Standards Australia, and joined CPA Australia in 1994.

In 1995, Ms. Or transitioned to the not-for-profit sector, becoming the Financial Controller at the Australian Human Resources Institute. She has since worked in various industries, including children's charity (Starlight Children Foundation), secondary education (Enterprise and Career Education Foundation), sports (Northern Suburbs Rugby Football Club), employment services (CoAct), tertiary education (The College, Western Sydney University), and currently, alternate dispute resolution (Ombudsman, Energy and Water NSW) as the General Manager of Finance and Corporate Services.

Ms. Or is President and Chairperson of the Family Planning NSW Board, and she supports social businesses in finding efficiency and effectiveness to deliver results to their communities.