



Michelle Shi-Verdaasdonk is an independent board member of the Advanced Manufacturing Growth Centre Ltd (AMGC).

Michelle was appointed to the Board in 2018 and is tasked with overseeing the implementation of AMGC's strategy and its alignment with the overall Growth Centre Initiative.

The Industry Growth Centre Initiative is the centrepiece of the Australian Government's Industry Innovation and Competitiveness Agenda. There are six Growth Centres focused on where Australia excels. The Initiative enables national action on key issues by improving capabilities to engage with international markets and global supply chains, enhancing management and workforce skills, encouraging collaboration and the commercialisation of new products and identifying opportunities to reduce regulatory burden.

Today, Australian manufacturing employs close to 1.3 million people representing over 10% of the Australian workforce. It contributes over \$9 billion per month in exports of goods and services and files more patents than any other sector. It is a vibrant and dynamic industry that is undergoing profound transformation with the introduction of Industry 4.0 technologies, automation and artificial intelligence.

Michelle has 15 years' industry experience and is currently Global Manufacturing and Procurement Director at Dyson.

Prior to that, Michelle held various management positions at Philips Lighting, PepsiCo, Ford Motor Company and Electrolux, in Australia, Asia Pacific, Europe and USA. Michelle is a recognised thought leader in Industry 4.0, she was appointed to the Australian Government Future Manufacturing Industry Innovation Council between 2010 – 2012.

Biography

Michelle is fluent in English, Chinese – Mandarin, Cantonese.

Michelle holds a Bachelor of Aerospace Engineering (Honours), a Bachelor of Aviation Science and a Master of Engineering from the Royal Melbourne Institute of Technology. She also holds an Executive Master of Business Administration from Melbourne Business School.

Her other achievements include:

- Founder of APTO PPE, Fit for purpose designed safety workwear for women
- Telstra Business Women Award, South Australia Finalist
- Women in Engineering National Chair
- Engineers' Australia Congress Member
- Winner of Chief Executive Women Leadership Scholarship

For more information on AMGC:

www.amgc.org.au

For more information on Industry Growth Centres:

www.industry.gov.au/industrygrowthcentres