



Edin Mustajbegovic

22

YEARS OF EXPERIENCE

10

YEARS AS MANAGEMENT CONSULTANT

20+

YEARS OF SOFTWARE EXPERIENCE

9

INDUSTRIES

Mining
Education
Real Estate
Energy
Utilities
Oil and Gas
Government
Health
Technology

3

STARTUPS

2

LANGUAGES

+61410497874

edin@mainfram.com

http://linkedin.com/in/mainfram

https://twitter.com/mainfram

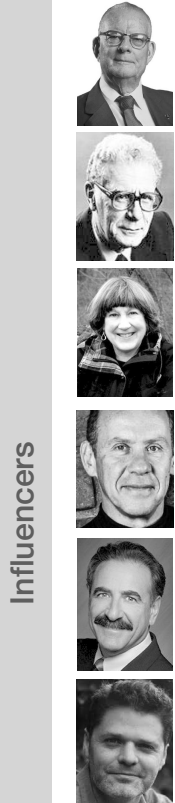
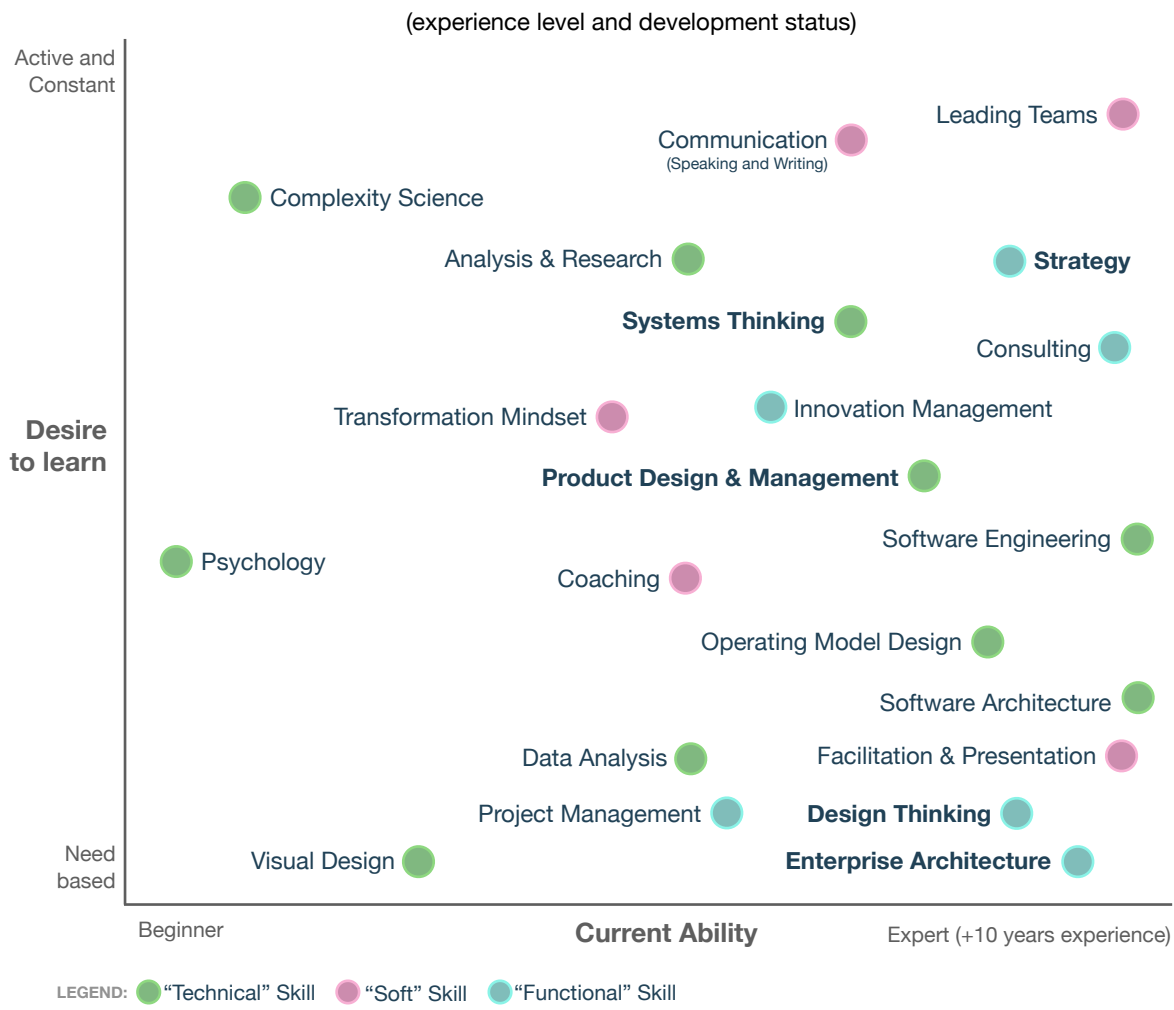
My work is at the intersection of technology, management and fundamentally how we organise human endeavour to bring the future we want to reality.

I love to help people transcend problems and create futures they want. It's one of my favourite things to do. Enlightenment in the age of tremendous change requires listening to the past and letting new thoughts emerge.

I don't know my real place in this work, I don't even know if its right and I don't know if that matters. What matters is that it is, that it is out there in the world, for you to feel and to experience.

Change is the life-force on its own. The only way we move forward is to bring ideas to the light of day, to this life-force that is change, to be tested, augmented and made better.

If you are interested in the future of management, how to make problems so interesting and solutions so compelling that everyone wants to work on them, get in touch...



W. Edwards Deming's Theory of Profound Knowledge has shaped my understanding of how management works and should work in manufacturing age.

Russell Ackoff's Interactive Planning and Idealised Design approaches have though me how to apply systems thinking to strategic challenges.

Donella Meadows systems thinking fundamentals and principles continue to inspire me and ensure I stay a learner.

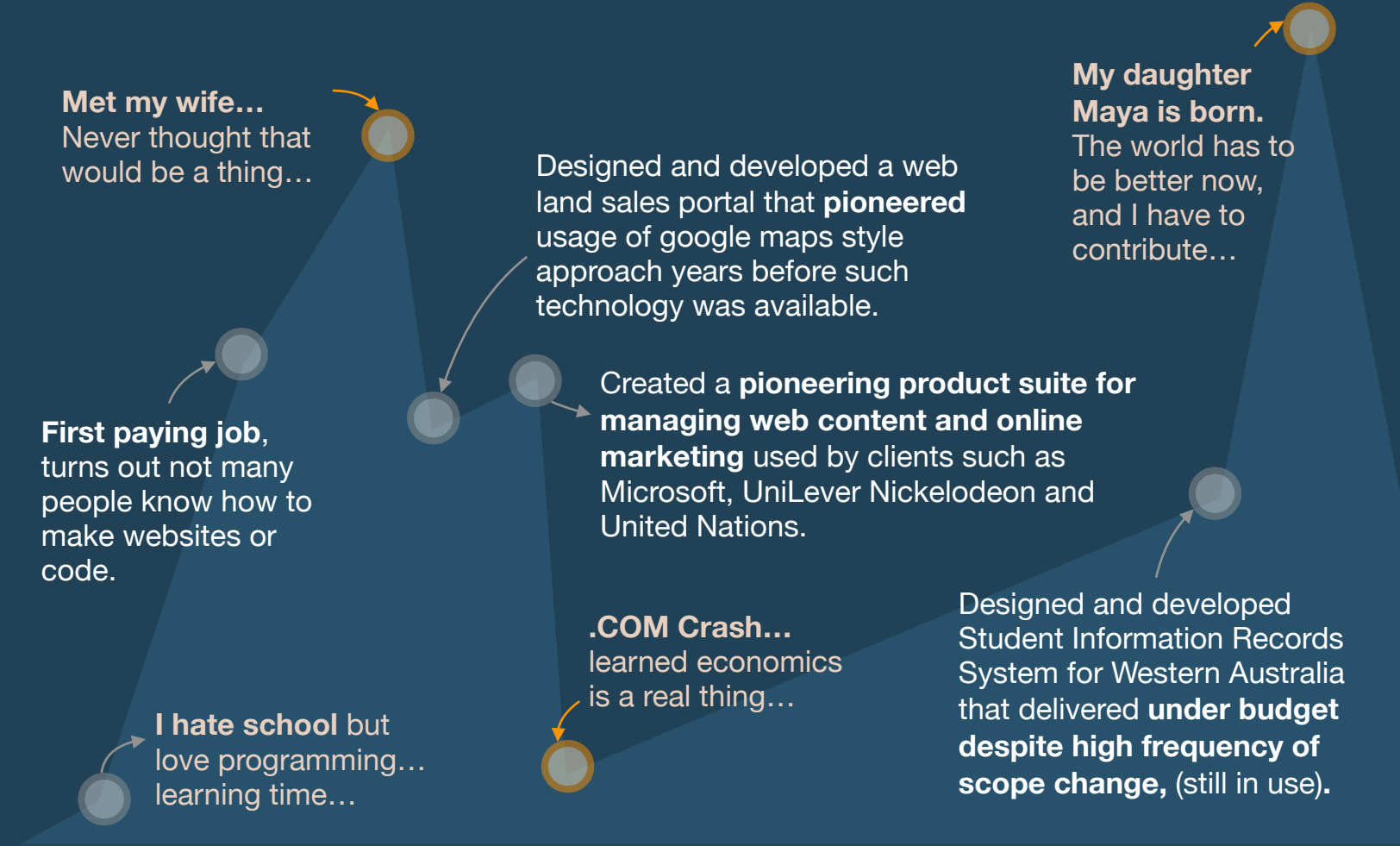
Ricardo Semler is a pioneer of new management thinking, his ideas, experiments and results inspire me that something new is necessary and possible.

Dr Ernesto Sirolli has made me a better and more intensive consultant. His work has though me to focus on the individuals and their interactions, and how to find entrepreneurs in every situation.

Daniel Schmachtenberger continues to teach me a way of thinking that I feel is critical for the next phase of our civilisation, but I may never master.

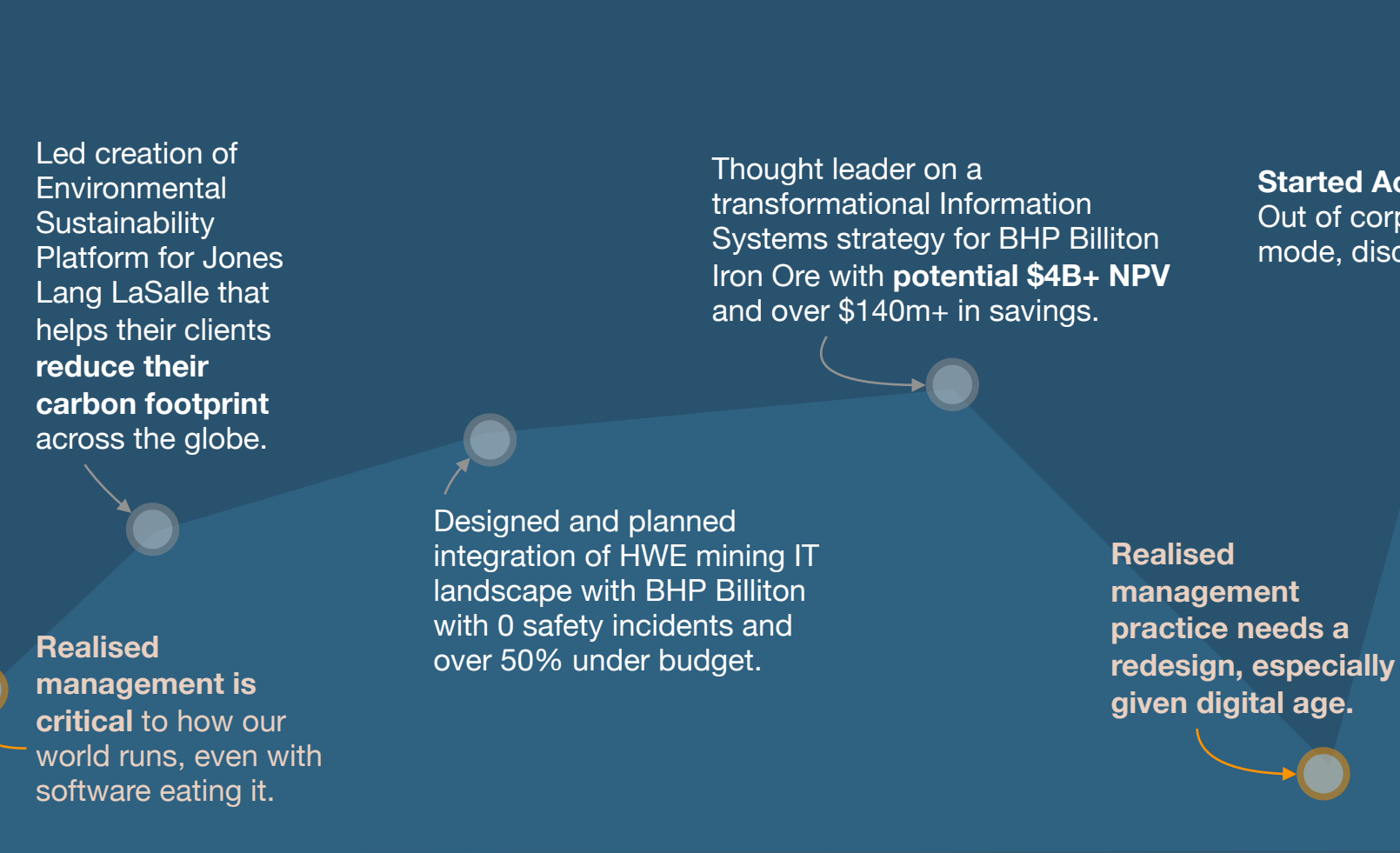
"Software is eating the world"

- Marc Andreessen



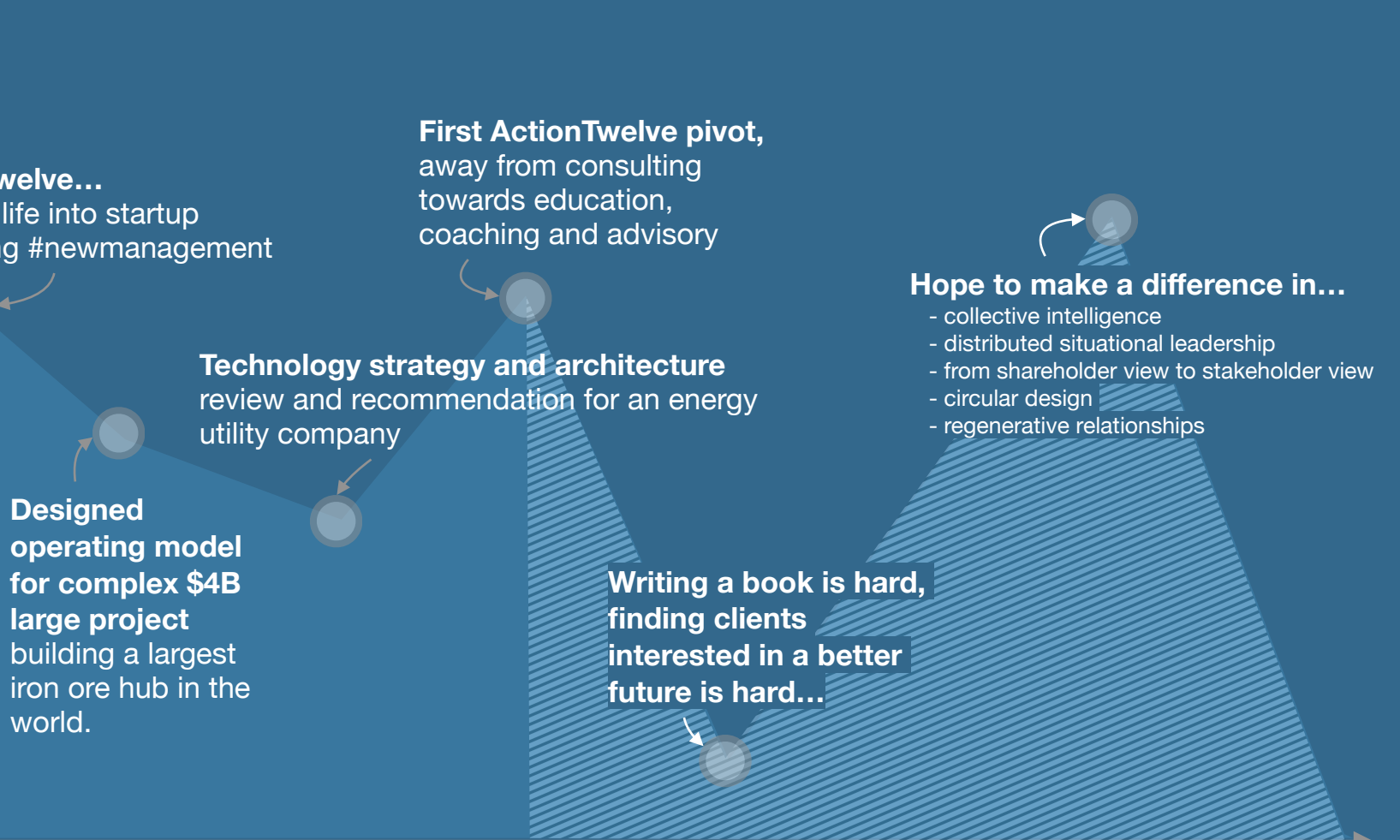
"To **manage a system** effectively, you might focus on the interactions of the parts rather than their behaviour taken separately."

- Russell Ackoff



"If we are gaining the power of gods, then without the **love and wisdom** of gods, we self-destruct."

- Daniel Schmachtenberger



1997

2007

2017

Future

- Product Lead

- Software Leadership, Architecture & Engineering
- Team formation and management

- Management Consultant
- Enterprise Architect

- Manager Digital Transformation
- Head of Information Systems Strategy & Planning

- Founder

Digital Wizards / Imago

Freelance Consultant

Journey One

BHP

Action Twelve

- Co-Founder

Beyond 42

- ▲ Accomplishments
- Personal milestone
- Career milestone
- Employment