

27 October 2016

## Appointment of Chief Operating Officer

The Board of Gooroo Ventures Limited (ASX: GOO) wishes to advise that it has resolved to appoint Jose Herrera Perea as Chief Operating Officer, effective 21 November 2016.

Jose Herrera Perea will lead the day-to-day operations of the business in accordance with the strategic plan and operating and capital budgets, including revenue and sales growth; expense, cost and margin control; and monthly, quarterly and annual financial goal management. Jose Herrera Perea will drive the execution of best practice operating processes, systems and policies that can enable Gooroo to scale up its operations.

Over the past 15 years, Jose has held positions driving growth and shareholder value in Europe, Australia and Asia. Since 2010, he has been Executive General Manager of Open Universities Australia Pty Ltd (OUA). In that time, Jose led OUA's emerging digital division, led the global launch Open2Study building an engaged community of 1 million users among 100+ countries within less than two years, had P&L responsibility for Higher Education, e3Learning, Open training Institute and domain registries businesses .STUDY and .COURSES; and most recently, he was the executive responsible for the end to end customer experience.

Jose also held various international roles in iconic organisations at the cutting edge of digital such as Google, Seek and Fujitsu.

Jose graduated from Monash University (Graduate Certificate of Business Management), Universidad Complutense de Madrid in Spain (Bachelor in Business Management and Organisation), Business Dublin School in Ireland (Diploma in Web Design), and The Australian Institute of Company Directors. Jose was accepted by Stanford University in Stanford Innovation and Entrepreneurship Certificate Program in 2014. Jose also is MIPA Member of the Institute of Public Accountants (IPA).

Commenting on the Jose's appointment, Gooroo's Chief Executive Officer, Greg Muller said:

"Jose has a distinguished career as a highly capable senior executive and a clear strategic thinker. As Gooroo continues to focus on driving strong growth, I am excited at the perspective and intelligence Jose will bring to our strategic plan and the thoroughness and discipline that he will bring into our business operations. His diverse experience as well as his global perspective is tremendous assets for us. As is his expertise and competence managing growth, risk and change".

### Investor & media enquiries

Mr Peter Nesveda

Corporate Affairs & International Investor Relations, Intuitive Pty Ltd

Tel: +61 3 9504 8420, Mob: +61 (0) 412 357 375

Email: [peter@intuitiveaustralia.com.au](mailto:peter@intuitiveaustralia.com.au)

For personal use only





## About Gooroo

Gooroo is building an online marketplace that directly connects employers with the world's tech talent.

Gooroo is building predictive technology that is capable of matching an individual's behaviours, attitudes and role related skills with an employer's needs, culture and team.

Via an international, fast-growing online community of tech pros, Gooroo provides hiring organisations (employers/recruiters) with access to this candidate pool.

Gooroo's core technology leverages sociometrics along with artificial intelligence disciplines such as machine learning and natural language processing. Gooroo's technology evaluates an individual's alignment to a company and their team.

Gooroo is targeting the US\$100 billion+ global information technology recruitment sector which promotes over 25 million vacancies each year. Gooroo's objective is to remove up to 90% of the time wasted in what is a \$14billion global problem.

For more information on Gooroo, visit:

Investor Hub: [www.goorooventures.com](http://www.goorooventures.com)

Website: [www.gooroo.io](http://www.gooroo.io)

*ENDS*

For personal use only

