



Jim Xenos

Non-Executive Director

Member of the People and Remuneration Committee



Jim is an experienced general manager with sales and marketing expertise and a track record in building and leading high performing teams delivering market share and profit growth in national and multinational companies. Jim has strong reputation in forming brand and portfolio strategies, developing new product launches with innovative go to market activities in existing and new channels. He has significant strength in establishing high performing sales teams in highly competitive categories.

Jim is currently the CEO of NostraData which he co-founded in 2010. NostraData is a leading provider of business intelligence to the Pharmaceutical industry. Prior to co-founding NostraData Jim held a number of Associate Director positions with GlaxoSmithKline as well as holding the position of Head of Retail at Sigma for the Heron brand. These positions helped Jim to develop key skills in the areas of general and financial management, marketing and strategy development, sales management and team development. Jim has been a non-executive director for MedAdvisor International Pty Ltd since 2012.

Jim holds a Bachelor of Mathematical and Information Science as well as a Graduate Diploma of Education both from LaTrobe University, Jim is also a Graduate Member of the Australian Institute of Company Directors.