



Brian Steele – Executive Director

Brian is the executive director of Shoreline Partners, which provides Planning, Mergers & Acquisitions and Governance services.

Brian is a Director of Araneo Limited, the Wireless subsidiary of NZX listed TeamTalk, and Software Education Associates Limited, a Wellington branch committee member of the Institute of Directors, past Chairman of Absolute recruitment group and was a Director of Axon Computer Services up until its sale to Integral Technology Group.

Having qualified with Coopers & Lybrand, Brian headed to Central Europe with the firm where amongst other responsibilities he co-led the financial due diligence for Philip Morris of ZPT Krakow. The deal of US\$384M was the largest privatisation in Poland at the time.

Working with RJR Nabisco, Brian undertook field and corporate roles that spanned financial planning, reporting and Mergers & Acquisition "M&A" services. Specific activity ranged from the:

- corporate planning for US\$400M of annual Earnings Before Interest and Tax;
- establishment of offices in the Baltic Republics;
- training of the Vietnamese finance team;
- sale for GBP 45M of the UK business to Gallaher plc.

Brian worked for a technology focused investment bank on his return from overseas in 1999. In 2001 he established BSCL and in 2003 Shoreline Partners to provide a fuller service to companies that sought a greater commitment to their operations than the business model of a traditional investment banking relationship allowed.

Major project clients include Transpower - EMS, MoRST - REANNZ, Optimisation, Revera and Soltius. Successful transactions include the sale of Sequel to ASX listed UXC and significant agreements with Genesis and FoRST on behalf of Optimisation.

Brian holds Bachelors of Commerce & Arts degrees from Victoria University Wellington, is a CA member of the Institute of Chartered Accountants of New Zealand and a member of the New Zealand Institute of Directors.

Brian combines fundamental industry focused strategic planning with governance and M&A skills to ensure that growth is realised through a sustainable long-term program. He gets involved to the level required to assist companies deliver ongoing success.