Tim Reed

Tim is President of the Business Council of Australia, a role he assumed in 2019 having sat on the BCA Board since 2017; and joint Managing Director of Potentia Capital, an Australian private equity fund focused on investing in and growing local software businesses.

Prior to assuming these roles, Tim spent 12 years as CEO of MYOB - a leading Australian provider of online accounting, payroll and tax solutions to SMEs and their advisers. He has a passion for helping SME's build stronger businesses by leveraging the internet – marrying technology and business together to drive optimum results for clients, team members and shareholders.

Tim has had an exceptional management career, spanning the markets of Asia, Europe, the USA and Australia. He worked in Silicon Valley where he held senior management roles in sales, marketing, product management and business development within a number of different companies in the fast-paces technology markets.

Tim was a Founding Member of the Internet Advertising Bureau where, along with other internet pioneers, he wrote the first set of advertising measurement standards for the web.

Tim received a Master of Business Administration from Harvard Business School where he graduated as a Baker Scholar and a Bachelor of Commerce from the University of Melbourne where he graduated with first class honours in economics.