

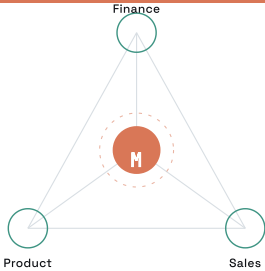
Marcus Callon



The *translator* across product, finance & architecture - a founder-grade advisor and executive leader who brings the customer, commercial and operational lens that boards and executive teams need to validate strategy and accelerate execution.

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4x CO-FOUNDER ACROSS PUBLISHING, PRODUCT & CONSULTING SERVICES	20+ yrs - EXECUTIVE - PRODUCT - FINANCE - COMMERCIAL - TECHNICAL - OPERATIONS	ASX LISTED CHIEF CUSTOMER & PRODUCT OFFICER	AU • NZ • UK MARKETS SERVED AUSTRALIA • NEW ZEALAND • UNITED KINGDOM
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Product-led strategy

across *finance, architecture & execution.*

01PRODUCT / CPD Customer-problem-solution fit & always-on Product-Market-Fit. - Start with the customer's problem, not the solution. - Validate before scaling; build-measure-learn fast. - Treat product-market fit as always-on, not a milestone.	02FINANCE / CFO Financial fluency & commercial alignment. - P&L, balance sheet and cashflow translated into product and pricing decisions. - Align contracts, billing, retention and go-to-market to what the business can bear. - A CFO who sits in the value stream, not the back office.
03STRATEGY & OPERATING RHYTHM / COO Strategy & operating rhythm. - Org design for the 10-200+ start-up and growth-stage moments. - Connected goals & metrics across sales, product, delivery and finance. - Pragmatic, empathy-led transformation working and advisory groups - not directive based cost-cutting.	04ARCHITECTURE / CTO Business-led solution & architecture. - Ask whether the problem matters to the customer first. - Then choose the best architecture and path to solve and validate it. - Technical enough to work credibly with engineering and data leaders.

Experience



CHIEF CUSTOMER & PRODUCT OFFICER

- *XPON TECHNOLOGIES GROUP (ASX:XPX)*

2024
-present

Executive leadership of customer, product and commercial strategy for a next-generation customer-experience and data-platform business.

- Owns the product roadmap and commercialisation for the Wondaris customer-data platform.
- Connects customer insight, product direction and commercial outcomes across the listed entity.



CHIEF PRODUCT OFFICER

- *XPON PLATFORMS - XPON TECHNOLOGIES GROUP (ASX:XPX)*

2021
-2024

Product leadership across the group's two growth products - the Wondaris customer-data platform and the Holoscribe digital-publishing platform.

- Built and led the product function from the ground up across Wondaris and Holoscribe.
- Drove product through the company's ASX listing and commercial scale-up phase.



CHIEF OPERATIONS & PEOPLE OFFICER

- *XPON DIGITAL - XPON TECHNOLOGIES GROUP (ASX:XPX)*

2020
-2022

Led operations and people for XPON Digital, the group's UK-based software solutions and consultancy division, with a distributed team across the UK and Vietnam.

- Owned gross margin and most operating expense outside of sales on the P&L.
- Built the operating model from sales through delivery to support, underpinned by a tribe, chapter, squad model and shared culture of excellence.



CO-FOUNDER & CHIEF PRODUCT OFFICER

- *FOCAL LABS*

2013
-2020

Co-founded a service-based startup enabler supporting MVP development and commercial momentum for early-stage concepts.

- Held the founding product remit across the Focal Labs ventures (Shorthand, Immersive, Holoscribe).
- Owned concept-to-MVP-to-launch and commercial validation for portfolio ventures.



CO-FOUNDER & CHIEF PRODUCT OFFICER

- *HOLOSCRIBE*

2015
-2020

Led product, people and innovation across venture-building.

- Took the venture from concept through seed funding to acquisition.



STRATEGY, INNOVATION & TRANSFORMATION ADVISOR

- *4IMPACT*

2017
-2020

- Member of the transformation working group. Defined and led a progressive growth and turnaround strategy.



ACTING CHIEF FINANCIAL OFFICER

- *4IMPACT*

2019
-2020

- Stepped into a cashflow-challenged, superficially profitable business.



ENGAGEMENT PROJECT MANAGER

- *EARTHQUAKE COMMISSION (EQC, NZ) VIA 4IMPACT*

2015
-2017

- Worked with the CIO and Executive General Managers on the claims function; partnered with central NZ government IT.



CO-FOUNDER & PRODUCT LEAD

- *SHORTHAND*

2013
-2015

- Clients: BBC, Guardian, ESPN, The Times, Financial Times, Hearst and Trinity Mirror across the UK, Europe, Australia and the US.



CO-FOUNDER & PRODUCT LEAD

- *IMMERSIVE (LATER SHORTHAND SOCIAL)*

2014
-2015

- Took the concept from MVP to beta launch in under six months; 1000+ users and 500+ stories in the first six weeks.

2011-13 4iimpact - Head of Delivery.

2010-11 4iimpact - Solution Architect.

2009-10 Mastercard - Lead Developer, Payment Gateway.

2007-08 Queensland Transport - Enterprise Solution Architect & Lead Analyst/Developer.

2006-07 World travel.

2005-06 RHE & Associates - Senior Software Engineer (contract).

2004-05 Provenco - Senior Software Engineer (contract).

2004 AXA New Zealand - Senior Software Engineer (contract).

2002-03 Good Technology (London, UK) - Software Engineer.

2000-02 Open Telecommunications - Software Engineer.



BCom - Accounting & Finance, University of Otago

BSc - Computer Science & Information Science, University of Otago