

Dr Sally Ernst



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Dr Sally Ernst is the Global CEO of SinoCode, a software development firm based in China that develops and implements Microsoft solutions for the UK, US and Australian markets; and, distributes technology products back into China. More recent press about this venture is listed below.

Sally-Anne also invests in start-up businesses, successfully exiting a number of these for valuations of AUD\$11-60 million.

Sally-Anne holds an MBA and a Doctorate, both degrees specialise in Entrepreneurship. She further lectured in, and developed curriculum, for MBA programs in the areas of Entrepreneurship and IT for executives.

Sally-Anne sat on the Board of the Institute of Management Consultants in 2005 and currently sits on the board of the Entrepreneurs Organisation UK chapter as Membership Chair and President Elect (www.eonetwork.org).

Sample Media Links

1. http://eouknews.co.uk/pr/article.asp?article_id=180
2. <http://www.advance.org/en/cev/665>
3. http://eouknews.co.uk/pr/article.asp?article_id=185
4. <http://blogs.msdn.com/ptstv/archive/2008/02/15/partner-tv-interview-with-sinocode.aspx> (provides a good overview of the SinoCode business)
5. <http://questblog.politicsandthecity.com/2008/09/08/swim-with-the-fishes-or-swim-with-the-sharks/>
6. <http://tech.163.com/07/0608/10/3GF7T66C000915BD.html> (This article is widely cited in China (translated into Chinese) with the search engine Baidu or Google (China) using the key word 'SinoCode Sally')
7. <http://www.australianit.news.com.au/story/0,,22005649-15317,00.html>
8. <http://www.chnsourcing.com/article/news/Class130/146720070703095343.html>
9. www.microsoft.com/uk/developingthefuture green paper which contributes to a white paper which influences UK legislation (see p.19 for SinoCode's contribution)
10. <http://www.pcadvisor.co.uk/news/index.cfm?newsid=9630>
11. <http://www.computerworlduk.com/technology/development/software/news/index.cfm?newsid=3406>