



**Mr James Cleary**  
Executive Director  
Amethon Solutions

James Cleary is Executive Director of Amethon Solutions, an Australian mobile analytics developer.

James co-founded the business in 2000, taking the business from start-up, through several rounds of investment, to an emerging world-wide leader in mobile content tracking and analysis solutions. An experienced commercial manager combined with technical savvy, James also has a global remit serving current clients and partner channels in Europe, SE Asia and North America.

James has over 12 years' experience, working in Australia and Canada, providing sales, marketing and systems architecture solutions with major corporations, IT integrators and regional telcos including Optus, Vodafone, Hewlett Packard, and Comindico.

Amethon has developed significant IP around Content Fingerprinting and new business models for monetising user-generated and viral content, gaining traction with regional and group mobile carriers. Amethon's Content Fingerprinting Platform was the winner of the Ericsson Frontier award in 2005, received an AIIA iAward in 2006 for technology innovation and was a finalist in the 2006 Mobile Marketing Awards.

James regularly presents at seminars on the topic of mobile content. Recently he was a judge for the Consensus Software Awards.