



# STARTCON

## Press Release

### StartCon announces six of the world's top entrepreneurs & growth marketers to fly to Sydney in initial lineup for Startcon 2016

**SYDNEY, March 23, 2016:** [StartCon](#) (formerly SydStart) today announced international top speakers from Survey Monkey, Zillow, BitTorrent, 500Startups, Hubspot and META as part of the initial lineup for Australia's largest startup & growth conference, to be held at Sydney's new \$152 million dollar five-star grand-stand at Royal Randwick Racecourse on November 26 and 27, 2016.

The new venue is the world-class Queen Elizabeth II Grandstand and surrounding facilities. Stretching 110m alongside the race track and towering five levels above the finishing post, the venue hosts the largest LED screen in the southern hemisphere, eight new restaurant and dining spaces, four undercover terraces on each level facing west over the Theatre of the Horse, and provides CBD views across Centennial and Moore Parks and high-capacity WiFi throughout.



The new venue for Startcon 2016. Download photos [here](#).

The first lineup of speakers includes:



**Elena Verna**  
VP Growth at **SurveyMonkey**

Elena moved to the U.S. from Russia in 2001 and graduated from UC Berkeley. She started her career as a Senior Analyst at top retail chain Safeway. She later on started working for SurveyMonkey as a Business Intelligence Manager and quickly moved up to VP of Growth, where she strengthened the company's data-driven culture.



**Nate Moch**  
VP Product Teams & Growth at **Zillow**

Nate Moch is a VP overseeing product teams in his 10th year at Zillow, the leading real estate marketplace in the US. He looks over Zillow's Growth and Data teams, helping expand the company's user base and data footprint. Nate was also spearheaded the creation of Zillow Mortgages.



**Anum Hussain**  
Senior Growth Marketer at **Hubspot**

Anum is Senior Growth Marketer in her fifth year at HubSpot, driving leads and revenue through content. Anum was chosen for the 2013 MITX Future Leaders Group and recognized by B2B Marketing Magazine as one of 2013's rising marketing stars. She is also an advisor to startup MobileArq and guest lectured on Inbound Marketing at Mass. Anum is the co-Author of Twitter for Dummies.



**Chandini Ammineni**  
Hacker in Residence & Distribution Partner at **500 Startups**

Chandin is an engineer, entrepreneur, marketer, and currently Hacker in Residence at 500 Startups. Previously, she was CEO & Co-Founder of ActivityHero, a 500 Startups graduate company. Chandini holds a degree in mechatronics, has founded several startups, and holds multiple patents.

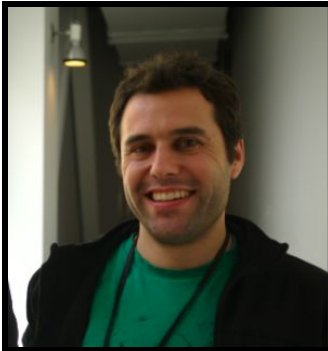




**Annabell Satterfield**

Senior Product Manager Growth at **BitTorrent**

Annabell graduated from the Cornell Johnson School of Business. She started as a Consumer Marketing Manager for Yahoo! Search and Y!'s Launch and Growth team. She moved to BitTorrent in 2012 where she grew uTorrent for Android to reach 5 million downloads in just four months.



**Ben Sand**

Co-Founder of **META**

META is a Silicon Valley based leader in the augmented reality industry, which is projected to be a \$120 billion market by 2020. Ben graduated from the University of Sydney where he met co-founder Meron Gribetz and started META. Ben raised a Series A of \$23M from renowned investors including Tim Draper and Horizon's Ventures among others. Ben is also a Graduate of Y Combinator (Summer 2013).

This first lineup of speakers follows on from the 2015 conference, which showcased international tech industry superstars, including 9GAG CEO and co-founder Ray Chan, Megaupload and Internet entrepreneur Kim Dotcom, the Godfather of Growth Hacking Sean Ellis, and [Freelancer.com](http://Freelancer.com) CEO Matt Barrie.

In 2016, the conference expands to a capacity of over 3,000 attendees, and will feature even more world-class international speakers in entrepreneurship and growth marketing, on top of high quality workshops and a 100-booth expo showcasing the biggest tech names and high-growth startups in Australia.

**The conference will go over two days, with international tech superstars sharing their knowledge and experience with the Australian tech and entrepreneurial community. Day 1 will focus on Startups and Day 2 on Growth Marketing. The event will include a pitch competition, Capture the Flag (network security challenge), and a two-day hackathon, with thousands of dollars in prizes.**

Chief Executive of [Freelancer.com](http://Freelancer.com), Matt Barrie said "Building on our highly successful conference last year, Startcon 2016 will be bigger and better than ever. We've upgraded to the best venue in Sydney- the incredible newly built facilities at Randwick, which has increased its size from 2,000 to over 3,000 attendees. More speakers. More actionable insights. More events. This is a conference that will help you take your venture to the next level. You will take home learnings that you will treasure for years. There is simply no other startup or marketing conference in Australia as good as StartCon."

Willix Halim, Senior VP of Growth at [Freelancer.com](http://Freelancer.com), said, "This first lineup of speakers is a clear indication of the quality this year. I have seen some of their presentations first hand, they really know what it takes to build and scale a company. I'm really excited about the unique content they will be bringing to the stage."

**Six years in a row, StartCon (Sydstart) has sold out. Buy your tickets now to avoid disappointment.**

**Early-Bird Passes go on sale starting Tuesday, 23rd of March at 12 noon AEST until the 29th of July 2016. Two-day passes are at \$399. Passes for just Day 1 or Day 2 are at \$249.**

**These are the lowest prices that will be available between now and the event.**

Early-Bird Tickets to [StartCon](http://StartCon) 2016 can be purchased [here](#). For more information about Early-Bird Tickets, conference information and upcoming events visit the [StartCon](http://StartCon) website.

### **About StartCon**

[StartCon](http://StartCon) (formerly SydStart) is the largest Australian startup and growth conference, expo and entrepreneur community, established in 2009. The [StartCon](http://StartCon) community has been supported by [Freelancer.com](http://Freelancer.com) since 2011. Around 5,000 tech startup professionals, investors and ecosystem participants have already experienced StartCon events. Mark Bouris, *the Wizard of Oz*, Executive Chairman of Yellow Brick Road and Kim Dotcom, the most wanted man on the Internet and founder of Megaupload.com, headlined the event in 2015.

The SydStart conference (later rebranded to **StartCon**), held October 29th & 30th in 2015 at Sydney's Town Hall, attracted over 2000 attendees. The conference was designed to enrich Australia's technology and entrepreneurship sector by providing a forum for entrepreneurs and startups to learn from leading technology founders.

In 2016, StartCon continues to host monthly high quality events regularly at the [Freelancer.com](http://Freelancer.com) offices in Sydney CBD, including fireside chats with Vero CEO & Founder Chris Hexton, Co-founder of Nimble Greg Ellis, SVP Growth of Freelancer Willix Halimm, and Fred Schebesta Founder of Finder.com.au & more. For further details see [www.startcon.com](http://www.startcon.com).

### **About Freelancer®**

Eight-time Webby award-winning [Freelancer.com](http://Freelancer.com) is the world's largest freelancing and crowdsourcing marketplace by total number of users and projects posted. More than 18 million registered users have posted over 8.5 million jobs and contests to date in over 900 areas as diverse as website development, logo design, marketing, copywriting, astrophysics, aerospace engineering and manufacturing. Freelancer owns StartCon, Australia's largest startup conference, expo and entrepreneur community established in 2009, WarriorForum.com, the world's largest Internet marketing community & marketplace and [Escrow.com](http://Escrow.com), the world's largest provider of secure online escrow and online transaction management for consumers

and businesses on the Internet. Freelancer Limited is listed on the Australian Securities Exchange under the ticker ASX:FLN.

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