



**Jefferson Harcourt**  
**Grey Innovation Pty Ltd**

Jefferson Harcourt formed Grey Innovation in 1998 after completing an associate diploma of mechanical engineering and an honours degree in electrical engineering. Since its inception, Grey has undertaken development work for a wide range of industry sectors including defence, automotive, consumer electronics, and medical devices. As managing director of Grey Innovation, Jefferson has developed over one hundred products and in peak periods employed over fifty engineers, industrial designers and software developers.

In parallel to running Grey, Jefferson spent several years with Hewlett Packard, where he became their physical product architect. He assisted HP with the design of a number of complex portable consumer electronic product devices, and travelled throughout south-east Asia setting up and optimising high volume production facilities. Grey Innovation was awarded HP Strategic Partner status in 2001.

Jefferson's passion for product development extends beyond the product and in to the businesses behind the development. He works with members of the investment community to help build business, and is committed to helping create successful high-tech companies, not just high-tech products. Jefferson is a member of the Institute of Electrical and Electronics Engineers (IEEE).