Paul Nielsen

CM&AA; CPBB; CMEA; LREA; CSRA; FAIBB; FIIDM; MQJA; JP(Qual)

Director and Chairman

Following a successful career progression spanning the Automotive after Sales Market, Office Equipment Sales, Surgical Equipment & Instruments Sales and Distribution of Medical & Surgical products throughout Australia and New Zealand, Paul advanced from Management Trainee to Managing Director, introducing new surgical technologies with his 22 Salespeople and 'grew' the medical business from A$430K to A$25Million in 8 years.

Stepping back from the Corporate world in 1994 he incorporated Sole Health Care Products Pty Ltd, and started importing and distributing products from Medical Lasers to Ophthalmic Instruments from selected manufacturers internationally. He sold this successful business to one of his US based suppliers in 2003 after growing their product sales in Aust/NZ to become their largest external Non US based distributor outside the USA.

In 2006, after changing career focus he completed studies at Loyola University, School of Business Administration, Chicago, USA, graduating as a Certified Mergers & Acquisitions Advisor and after returning to Australia incorporated Avantia Corporate Services Pty Ltd based in Brisbane with offices also in Sydney, Melbourne and Canberra to cater for Avantia's East Coast clients. In this year he completed training and was appointed a Justice of the Peace (Qualified) by the Department of Justice.

Avantia Corporate Service Pty Ltd focused on producing court ready Certified Business and P&E Valuations, facilitating Middle Market Business Sales & Acquisitions and Corporate Mergers. In 2020 Avantia broadened the companies service base offerings to sell IP Licensing Agreements for novel Australian designed inventions within Australia and Internationally. Concurrently, Paul was elected as National President of the Australian Institute of Business Brokers (www.aibb.org.au) and during his 3 term appointment transitioned the Institute from an Incorporated association to a Public Company Limited by Guarantee. At that time he also negotiated the merger of the AIBB with the Western Australia Business Brokers Association Inc to create the national body. The AIBB's Members facilitate between A$2Billion SME Business Sales Per Annum.

On completion of his tenure at the AIBB, Paul was appointed the AIBB's representative on the Council Of Small Business Associations of Australia (www.cosboa.com.au) subsequently becoming a Director and in 2013 Chairman of the Board for 3 terms. COSBOA is the peak industry body representing the interests of some 42 Industry Associations covering upwards of 800,000 of Australia's 3.2 SME's to the Federal Government and Regulators.

During this time he gave advice on SME matters to the Australian Tax Office (ATO) Red Tape Reduction Steering Committee, the ATO's Goods & Services Tax (GST) Advisory Committee, the Australian Competition & Consumer Commission's (ACCC), the Small Business and Franchising Consultative Committee, the Federal Government's Productivity Commission and the National Parliament's House of Representatives Standing Committee on Tax and Revenue.

After further training In 2017, Paul graduated from Harvard University in Boston USA as a Certified Cybersecurity Advisor and contributed to the Australian Prime Minister's Round Table on Cybersecurity matters for SME's in 2018.

In 2019, after joining the Advisory Board Centre, the global professional body for the Advisory Board sector, who provide independent strategic advice worldwide with education and advice regarding Advisory Board operations. Paul completed the ABC's Technical Foundations and Certified Executive Chair Management programs and Graduated in the same year.

Since 2023, after contemplating and rejecting retirement, Paul has provided consultacy advice to Benchmark Business Sales & Valuations, Australia's Largest Business Intermediary & Business Valuation Company as National Team Leader - Medical, Dental Division.

After being made aware in 2025 of policy matters in the Healthcare landscape consideration by the Federal Government and Regulators was primarily provided by advice from Large Multi National Corporations, whose objectives, often, did not provide scope for smaller SME's to compete, provided the motivation for the creation of the Australian Medical Technology Industry Network to provide a 'balanced' whole of government view in policy formulation or change for the ultimate benefit in outcomes for the Australian taxpayer.