MYKE IRELAND

Technology executive, educator and audio creative

Melbourne, Australia
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Technology executive, educator and audio creative with more than 20 years across professional audio, education technology and enterprise AI. Builds businesses and platforms from a blank page, governs them properly, and leads teams where clarity does the heavy lifting. Teaches sound production at Bachelor level, writes the Connected Magazine column Myke's Metaverse and hosts the Real Insight podcast. Neurodivergent (ADHD and Autism Level 1).

SELECTED OUTCOMES

- Founded JB Hi-Fi's commercial technology division from a blank slate and grew it to $40M+ in annual turnover over the tenure.
- Commercialised a control and automation software platform deployed in Australia, Japan and Vietnam: well over $2M in top-line revenue at gross profit well above 50%.
- Reduced technology costs by 23% at InSight Systems while leading a team of 20 plus and reporting monthly to the board.
- Led departmental delivery of both ISO 27001 and 9001 certifications, and authored AI safe-use frameworks for the business and its clients.
- Has taught Bachelor-level sound production and music business at JMC Academy since 2010, with a focus on neurodivergent and diverse students.

EXPERIENCE

Rendered Echoes

Managing Director — May 2004 to Present

- Music production and release, live touring and studio work, and artist development for emerging musicians.
- Software development and AI implementation, alongside the creative and advisory work.
- Hosts and produces Real Insight, a long-form podcast with leaders and makers on AI, design, innovation and creative practice.
- Strategic guidance, coaching, workshops and spoken-word sessions for people and organisations.

JMC Academy

Academic Lecturer — Mar 2010 to Present

- Teaches Acoustic Design (ASP401), Music Business and Communications (ASP305) and Principles of Sound (ASP202).
- Uses active and problem-based learning in studios and live venues, and brings in guest lecturers, excursions and industry projects.
- Mentors neurodivergent and diverse students, and develops Canvas LMS resources aligned to accreditation standards.

InSight Systems

Director of Technology — Mar 2020 to Jan 2026

- Led technology and product across a team of 20 plus, accountable from strategy through delivery to benefits realisation, and reported monthly to the board.
- Commercialised a control and automation software platform deployed across Australia, Japan and Vietnam: well over $2M in top-line revenue, gross profit well above 50%, and 99.99% uptime across every industry it was deployed in.
- Built multi-year technology, data and AI roadmaps tied to financial results, and reduced technology costs by 23% across a multi-million-dollar budget through vendor consolidation and automation.
- Led departmental delivery of both ISO 27001 and 9001 certifications (2021 to 2023), and authored internal and client AI governance and safe-use frameworks.
- Worked hand in hand with some of Australia's largest institutions, including RMIT, Monash University, La Trobe University, Victoria University, the Peter MacCallum Cancer Centre, the VCCC and KPMG.

Lanella Media (Connected Magazine)

Columnist and Reviewer — Feb 2022 to Present

- Writes Myke's Metaverse, a monthly opinion column on where AV and creative technology are heading, from AI, UX and cybersecurity to personalisation, tech ethics and the commercial realities behind them.
- Writes hands-on reviews of AV and audio gear, from wireless microphones and projectors to multi-room audio and Teams Rooms systems, tested against comparable products and judged by a commercial AV specialist.

- Writes practical features for the industry, such as how small and mid-sized AV integrators can use AI without losing what makes them good.

Pro AV Solutions

Technical Innovation Manager — Nov 2016 to Feb 2020

- Led a team of 15 plus across design, engineering, software and field services.
- Delivered secure digital recording for the Supreme Court of Victoria, meeting chain-of-custody and audit requirements while simplifying the operator experience.
- Led clinical-systems deployments for Casey Hospital and Bendigo Hospital, designed around clinician workflow and patient safety.
- Introduced UX methods (service blueprints, scenario validation, human-in-the-loop testing) and standardised delivery playbooks and QA, cutting delivery time by about 15%.
- Supported technology asset mapping and due diligence during the Engie acquisition.

JB Hi-Fi Solutions

National Practice Manager, AV and Digital Media Networks — Sep 2012 to Nov 2016

- Built JB Hi-Fi's first commercial technology division from nothing, growing it to $40M+ in annual turnover over the tenure.
- Designed the operating model, recruitment plan, go-to-market and fulfilment approach, and national standards for scoping, QA and handover.
- Delivered large education programs (BYOD and learning spaces) supporting over $100M in recurring program revenue.
- Specialist design and project management across digital signage, acoustic design, public address and broadcast.

Allans Billy Hyde

Music Technology Category Manager — Oct 2007 to Sep 2012

- Ran buying, merchandising, import and distribution logistics, and supplier forecasting for major music technology lines across national brands.
- Designed recording studios, music labs, public address and broadcast systems for education clients.

Australian National Institute of Business and Technology

Visiting Lecturer — Jun 2006 to Jun 2007

- Taught Preparation of Multimedia.

JOY 94.9

Radio Presenter and Producer — Dec 2005 to Aug 2009

- Presented and produced the Saturday-night club shows Summer Sessions and Vinylism, live to air.

EDUCATION

- Bachelor of Music (Production), Victoria University, 2003 to 2006
- Bachelor of Applied Science (Computing and Digital Technology), RMIT University, 1999 to 2001
- Diploma and Certificate IV, Music Industry (Production), Victoria University, 2003 to 2004
- Certificate IV in Forensic Science, 1998

TRAINING AND STANDARDS

- ISO 27001 and 9001: implemented and managed over time in a large business
- ISO 45003 (psychological health and safety at work): trained
- Microsoft Azure AI Foundry and Machine Learning Studio
- Logic Apps automation

SKILLS

Technology, data and AI strategy · AI productisation and automation · Operating models and roadmaps · Azure (ML Studio, AI Foundry, Logic Apps) · Governance and risk (ISO 27001, 9001) · CRM, LMS and ERP platforms · Executive leadership and board reporting · Human-centred and UX-led design · Higher education teaching · Neurodiversity and inclusion · Audio engineering, acoustics and live sound · Music production · Speaking, writing and podcasting