

# ***Mike Goodman***

## **Associate Director**



With more than 30 years working across a variety of business-to-business and business-to-consumer industries, Mike Goodman is an experienced executive and positive catalyst for change. His background includes retail management and procurement, wholesale import and distribution, plus 16 years in international marketing where he helped Australian manufacturing and digital technology companies establish their presence in overseas markets. In his current role as a Business Facilitator for the Australian Government Entrepreneurs' Programme, Mike delivers a range of activities to help small-to-medium enterprises (SMEs) become better businesses. Having lived on the Central Coast for nearly 30 years, Mike is passionate about the people and place he calls home. He is an active regional stakeholder in the Central Coast and Newcastle, contributing to industry networking events and workshops, as well as holding positions with Central Coast Industry Connect (CCIC) and the Central Coast Council's Employment and Economic Development Advisory Committee.