



Sue Morphet



Ruslan Kogan

“THE FIRST THING I DO WHEN I WAKE UP IS ROLL OVER AND CHECK EMAILS ON MY PHONE. MY GIRLFRIEND HATES IT.”

Photography James Geer

the(producer)

Sue Morphet

An October report by the Federal Government's Equal Opportunity for Women in the Workplace Agency found that just four women are chief executives of the 200 biggest Australian companies listed on the Australian Securities Exchange. Sue Morphet, 53, joined that exclusive club in January, when she took over from Paul Moore as chief executive of Melbourne-based clothing maker Pacific Brands. She built her reputation on a successful marketing campaign using tennis player Pat Rafter and model Sarah Murdoch to promote Bonds underwear. The company owns iconic Australian brands such as Bonds, Jockey, Hush Puppies, King Gee, Mossimo and Mooks and sporting icons such as Dunlop and Slazenger. For the last financial year, Pacific Brands reported a net profit of \$116.6 million, up 10 per cent on the previous year. Things will be tougher for Morphet in her second year, with plunging consumer confidence leading Pacific Brands to announce in October that it expected flat sales in the current financial year.

the(entrepreneur)

Ruslan Kogan

Ruslan Kogan is set to end the year on a high note. His company, Kogan Technologies, is on track to launch Australia's first Google mobile phone in December. It will join a rapidly growing range of cut-price gadgets

Photography Jessica Shapiro

sold by the company, including Kogan-brand LCD televisions, GPS systems and DVD players. Kogan's strategy of undercutting the big brands and selling online direct to the consumer has seen business boom this year. "People are blogging about the brand, there's a buzz," says the 26-year-old former management consultant. "We are part of the web community and that's where all the value-based consumers go." This year, Kogan expanded into New Zealand and plans to move into the British and American markets in 2009. The business, which he founded in 2006, is on track to turn over more than \$15 million this year. With such quick success, downtime is in short supply. "The first thing I do when I wake up is roll over and check emails on my phone. My girlfriend hates it." But Kogan doesn't appear to want it any other way.

the(fund manager)

Paul Costello

In a horror year for superannuation funds, Paul Costello's \$60-billion Future Fund has managed to do better than most. In the year to June 30, the fund earned 1.54 per cent, when most others were well into the red. Things were a bit bumpier over the next quarter – the fund returned minus 1.8 per cent for the three months to September 30 – but →



theage (melbourne) magazine

THE TOP 100 ISSUE

Power, influence, creativity,
style... our list of movers
and shakers for 2008

