

Jack Curtis - Nominee for the 'Rising Star' Award at the IAG Academy IR Awards

In an industry where tradition meets innovation, I am passionate about bridging the generational gap between the time-honoured, hardworking business ethos of the past and the fast-paced, technology-driven methods of today. As Vice President of Sales & Strategy at Simtech, a leading custom LED display company for casinos, I draw upon nearly a decade of global experience to harmonize these two worlds. My journey, which began at the age of 16 under the mentorship of my father, has been one of learning, growth, and relentless commitment to both personal and professional excellence.



Brand new Transparent LED Jackpot display

At only 26, I have been fortunate to immerse myself in every aspect of the business—from working as an assembler and installer to leading project coordination and sales efforts across Australia, Asia, the United States, and beyond. This hands-on experience has equipped me with a deep understanding of both the traditional values of the industry and the innovative strategies needed to drive it forward. I have consistently pushed to innovate within our company, working closely with Simtech's product team to develop new technologies and systems that set a high benchmark for visual display products.

My approach to leadership is deeply rooted in the belief that personal connections are essential to business success. In a world increasingly dominated by digital communication, I prioritize face-to-face meetings, flying across countries to meet clients in person, shake hands, and engage in meaningful conversations. This personal touch, often overlooked in modern business practices, is crucial to building trust and fostering long-term relationships.

I am committed to developing a culture of innovation while honouring the principles of dedication and integrity that define the older generation of business leaders. This commitment has led to significant achievements, including securing multi-million dollar deals with some of the world's largest casino properties and introducing groundbreaking visual technologies that have redefined industry standards. Recently, I launched 4th Gen Studio, a new venture aimed at expanding our capabilities through custom animation for casino LED signage, further enhancing our service offerings and business diversity.

The fusion of old and new isn't just a strategy—it's a vision for the future. By bridging this generational divide, I aim to lead by example, demonstrating that the values of hard work, personal engagement, and innovative thinking are not mutually exclusive but can coexist and enhance one another. My colleagues appreciate my willingness to learn from every experience, even mistakes, and to quickly adapt, ensuring that my guidance is always grounded in reality and trustworthiness.

Looking forward, my goal is to continue driving innovation in visual technology while reducing costs and improving client relations. I am dedicated to expanding Simtech's manufacturing to Asia and growing our technical support teams globally. In doing so, I aim to build a future where the best of both traditional and modern business practices come together to create something truly exceptional.