



Paul Martins
Chief Economic Development Officer
Economic Development
Moreton Bay Regional Council



In August 2020, Paul became Australia's first Chief Economic Development Officer, with Moreton Bay Regional Council in Queensland. His key responsibilities are to establish the Economic Development function inside Council, as well as implement Moreton Bay's Regional Economic Development Strategy (REDS), which sets a bigger, bolder and brighter future for the region to 2041.

Paul has a mixture of private and public-sector experience. He was the CEO of a Queensland Telstra Innovation Award Winning SME with 120 staff across five locations, and a Director of Sales and Marketing for Asia and Latin America for an advanced manufacturing business.

Most recently, Paul was Head of Economic Development for Sunshine Coast Council. His team supported more than 3,000 businesses annually and in the last six years: facilitated the creation or ongoing employment of more than 15,000 jobs; achieved \$3.3 billion in regional economic impact; and sponsored more than 300 major tourism and sporting events providing an ROI of \$32:\$1. Paul was also a key player in: securing Youi insurance's global headquarters on the Sunshine Coast; establishing the region's first national elite sports team, the Sunshine Coast Lightning; and helping to secure the Sunshine Coast international submarine cable.

Paul is a former diplomat, having served as Senior Trade and Investment Commissioner and Minister (Counsellor) Commercial to Malaysia and Brunei with the Australian Trade Commission (Austrade), and Head of their ASEAN Infrastructure and ASEAN Mining and Oil and Gas Units. Paul also completed Trade Commissioner postings with Austrade to Indonesia and Mexico (including Central America and the Caribbean). Together with his teams, Paul successfully facilitated more than \$7 billion in export sales during his time with Austrade, plus hundreds of millions of dollars in investment and jobs into Australia.

Paul has Bachelor of Arts in Modern Asian Studies and an MBA in Entrepreneurship and speaks three languages. He is currently the Queensland Chair of the Australia-Indonesia Business Council (AIBC) and has held a number of national and international Board positions. He is married with two children