

## **Eskandari Bicycle Co's Executive Committee profiles**



**March, 2025**

### ***Danny Eskandari (59) – founder, CEO and business owner***

Danny was a former professional cyclist in the late 1980s and early 1990s. After retiring from cycling in 1995, he worked as a salesperson for *Cannondale Australia*, a premium cycling brand/ manufacturer, rising to become general manager in 2011, before leaving in 2015 to found his own company to make and distribute quality but affordable electric bicycles. Until 2023, when Cadel Evans became the brand ambassador, Danny was the face of the company. He has worked tirelessly to build brand awareness and to communicate its brand values through the media and other promotional activities and to build relationships with the stores which stock his products. He is a prominent advocate of the use of electric bicycles for solving city traffic issues, working to have more bicycle paths and lanes constructed in Australian cities. At 59 years of age, and despite working 70 hour weeks, he still cycles each day.

### ***Shane Warnie (65) – sales manager***

Shane was the national sales manager at *Cannondale Australia* from 2012 to 2017, before Danny convinced him to join EBC as its first marketing employee. Prior to this, Danny had been looking after marketing and sales himself. Shane had a heart attack in 2023 on a charity cycle and has since then been on a strict diet and exercise plan. He is passionate about the product category and has leveraged his relationships and relationship-building acumen to grow EBC's stockists from 2 to 27 over the past 7 years. He supervises 2 employees in sales/ customer service, where all employees operate out of the Broadmeadows office.

### ***Allan Boirder (54) – marketing manager***

Allan has worked with EBC since 2020, where he was recruited from a hospitality chain (Merivale Hotels), where he worked for 18 years after joining the firm during his final year of university. He has recently completed a Masters in Business in Marketing from the University of Melbourne. He is very open to new ideas and would like the firm to open its own stores to showcase its products and to promote itself directly to the public. He has been responsible for a lot of EBC's product innovation over the past three years. He attends national and international trade fairs regularly and has pushed the firm recently to become more environmentally sustainable, which he believes makes good business sense as well as being more ethical/ responsible. He recently received a large inheritance from his late father's estate.

***Glenn Mygrah (52) – operations manager***

Glen has been at EBC since the beginning. He was Danny's first hire in 2014 and had previously worked as a bicycle technician for *Cannondale Australia*, where the two men met and became friends. Glen left school at the age of 15 and did a boiler-maker apprenticeship in the early 1990's, working for a hot water tank manufacturer for 12 years, rising to be factory foreman before the plant closed in 2005. He worked at a bicycle shop in suburban Melbourne on weekends during that time and when his factory closed, started working there full-time. He moved to Cannondale Australia in 2009 and was there until Danny convinced him to join him at his new business. Glenn has a bachelor's degree in electrical engineering, studied part-time, from 2005-2011. He has been interested in electric bikes since seeing one on holiday in California in 2007. He speaks fluent Mandarin, as his wife is a Chinese-Australian, which has been invaluable in dealing with Chinese suppliers.

***Elise Penny (34) – CFO***

Elise is the youngest of the executive team and the only female member of it. She has a *Bachelor of Accounting* from *Swinburne University* and is a *CPA (Certified Practising Accounting)*. Elise worked at *Ernst and Young* in Melbourne for 8 years, where she worked in audit and then in consulting to businesses in the manufacturing sector, before joining EBC in 2021. She jumped at the chance to 'cross the fence' to work at a manufacturing firm in finance and accounting. She was recently the project manager on a 9 month project to design and introduce a custom-made accounting and ERP application within EBC, a project which has been successful and has increased her confidence and ambition to undertake other transformative projects within the firm. Elise is married but does not currently have children.