Company Pillar: Board
Key Attributes: Governance, ROI, Relationship Driven, Shareholder Value

Zoe Barnes
Executive Director

Oliver Barnes
Managing Director

Brad Jones
Non-Executive Director

OKA AUSTRALIA

Company Pillar: Executive Leadership Team
Key Attributes: Commercial, Technical, Strategic, Growth Driven

Oliver Barnes - FTE
MD

Advisory Board

TBD
Financial Officer

TBD
Operating Officer

Kaleb Milsom - FTE
Technical Officer

Zoe Barnes - FTE
Brand, Marketing & UX Officer

TBD
Revenue Officer

Pillar: Finance & Commercial
Areas: Finance, Legal & Capital
Key Attributes: Capital Efficient, Transparent, Risk Aware

- Comercial Manager
- Legal
  TG Law
- Bookkeeping
  CORE BAS
- HSE, Risk & Compliance

Pillar: Operations
Areas: Operations, Supply Chain & Delivery
Key Attributes: Capital Efficient, Transparent, Risk Aware

- Supply Chain, Procurement & Logistics
- Inventory Management
- MRP - Scheduling & Planning
- Customer Support

Pillar: Engineering
Areas: Engineering, Platform & Component Specification
Key Attributes: Technical Knowledge, Design, IP Ideation, Solutions

- Platform Engineering
- Technical Design & Drafting
- Research & Development
- IP Protection

Pillar: Brand, Market, UX & Public Facing
Areas: Brand, Marketing, Socials
Key Attributes: Brand-Led, Audience Focused, Digital Native, Growth Driven

- Content, Creative Direction, Digital & Community Activation
- UX - User Experince
- Media & PR
- Merchandising & Apparel

Pillar: Sales
Areas: Sales Pipeline, Revenue Generation, Conversion
Key Attributes: Revenue-Focused, Channel-building, GTM Strategy, Relationship Driven, KPI & Performance Oriented

- Sector Sales & Pricing Strategy
- Lead Generation
- Delivery & Handover
- Market Research

Function:
Financial Strategy & Modelling – Support strategic decision-making and growth forecasting
Budgeting & Forecasting – Manage cashflow, scenario planning, and operational discipline
Capital Management & Fundraising – Structure equity, debt, and hybrid instruments
Legal, Governance & Risk – Oversee compliance, regulatory frameworks, and corporate structure
Commercial Contracts – Negotiate and manage key supplier, licensing, and partnership agreements
Audit & Compliance – Liaise with external auditors and ensure financial integrity
Investor Relations – Develop reporting frameworks and stakeholder engagement strategies
Government Incentives – Maximise value from R&D tax incentives and applicable grants

Function:
Sub-Assembly Partner Management
Oversee external manufacturers responsible for producing modular sub-assemblies (e.g. chassis, cabs, suspension, driveline) to defined technical specifications.
Procurement & Vendor Management
Source, contract, and manage strategic vendors, focusing on cost control, lead times, supply assurance, and logistics coordination.
Production Planning & Scheduling
Integrate partner production timelines into a scalable delivery model. Ensure alignment between global supply availability and customer demand.
Quality Assurance (Partner-Focused)
Establish QA frameworks for offshore and sub-assembly partners. Define and monitor KPIs across quality, defect rates, and compliance.
Logistics & Distribution
Coordinate international and domestic logistics, including containerisation, customs, freight forwarding, and delivery to dealers or customers.
Aftermarket Support & Warranty
Implement systems for managing warranty claims, replacement parts logistics, and post-delivery service—especially in partner-operated regions.
Health, Safety & Environment (HSE)
Ensure that offshore and partner sites operate under approved safety standards and environmental frameworks.

Function:
Vehicle Platform Architecture
Develop and maintain the chassis, suspension, driveline, and body structure that form the base of the OKA modular platform.
Onshore Final Assembly (Australia)
Oversee all vehicle assembly conducted in Australia, ensuring engineering quality, integration, testing, and compliance.
Modular Engineering & Integration
Ensure compatibility of sub-assemblies and components through interface design, specification management, and prototyping.
Technical Documentation & Drawings
Maintain all CAD models, bill of materials (BoMs), exploded diagrams, and manufacturing instructions to ISO-ready standards.
R&D and Innovation
Explore new materials, electrification options (e.g. in-wheel drives, diesel-electric hybrid), and next-gen control systems.
IP Development & Protection
Manage design rights, patents, and proprietary control systems. Support licensing readiness with robust engineering files.
Compliance, Testing & Certification
Coordinate crash, safety, emissions, and off-road performance tests. Manage homologation and regulatory pathways.
Technical Support to Operations
Provide technical packs, training, and oversight for licensed regional manufacturers and assemblers.

Function:
Brand Identity & Architecture
Define and evolve OKA's master brand, sub-brands, visual system, tone of voice, and design language.
Brand Partnerships & Licensing
Develop and manage brand collaborations and co-branded ventures.
Peripheral Product Development
Lead the strategy and design of OKA-branded merchandise, apparel, accessories, and limited-run collections.
Content & Storytelling
Translate OKA's values into compelling narratives across print, video, social, and owned channels.
Digital Marketing & Web Presence
Oversee OKA's website, SEO, social platforms, content calendars, and digital brand activations.
Community Engagement & Loyalty
Build and nurture the OKA owner community. Develop ambassador programs, meet-ups, and UGC (user-generated content) strategies.
Events & Brand Experience
Coordinate OKA's presence at lifestyle expos, adventure shows, races, and off-road events. Lead branded experience activations.
PR & Cultural Relevance
Maintain media relations and ensure OKA is positioned as a culturally relevant brand in Australia and international markets.

Function:
Licensing Partner Development
Identify, negotiate, and onboard regional licensing partners to manufacture and sell OKA vehicles under localised agreements.
Licensing Enablement & Support
Provide licensing partners with commercial terms, technical packs, training, and go-to-market frameworks.
Sector Sales (Fleet & B2B)
Target volume sales across key sectors: mining, construction, utilities, emergency services, tourism, and agriculture.
Government & Institutional Sales
Engage with government departments, NGOs, and development agencies procuring vehicles for remote access and infrastructure.
Sales Pipeline & CRM Management
Maintain a structured deal pipeline aligned to production and licensing capacity. Track leads, conversions, and partner commitments.
Pricing Strategy & Commercial Models
Develop pricing tiers for vehicle types, licensing fees, service packages, and volume incentives across territories and sectors.
Sales Enablement & Tools
Create product configuration sheets, licensing deal templates, sector-specific pitch decks, and commercial FAQs.
Customer Onboarding & Delivery Coordination
Ensure handover experience is seamless whether delivered by OKA or by a licensed partner. Coordinate with ops teams.