

About

MDMD is a strategy and design practice that exists to empower humans in a connected world. It was established in 2004 to guide founders, business owners and decision makers to optimise the alignment of capital investment (financial or otherwise) with long term human values.

Services

- Strategy - brand & business
- Research - primary & market
- Design - product & systems
- Capital raising (values-aligned only)
- Political advocacy
- Advisory

OPTUS



gadens



RORA



Portable

SILVERSTREAM

Director

Dr Mei Ling Doery MBBS BMED SCI MPH

Mei is Physician Strategist with a particular interest in the emotional factors that impact decision making relating to performance. Her mission is to better align capital with people and businesses that serve the creation of longterm human value.

Mei's perspective on contemporary challenges is informed by roles as medical advisor for the Department of Veteran Affairs (2016-current), Australian Defence Force (2007-2009), team doctor for an AFL Football Team (2005-2008), Executive Physician at BUPA Wellness (2012-2014) and Emergency Medicine doctor (2010-2016).

Prior to this Mei was the youngest Ministerial Appointment to the Board of the Victorian Health Promotion Foundation (2005-2010) in the organisations history. She has operated as an independent advisor and strategist under her own shingle 'MDMD' since 2000. Clients have included the Parliament of Victoria, CSIRO and Behaviour Change (The Shannon Company).

A seasoned coalition builder, Mei has over 19 years experience with startup ventures including Doctors.net.uk, Appete, 8i.com and the Live China/Live Council initiative. In 2014, Mei was appointed as a World Economic Forum Young Global Leader in recognition for her contribution to Global Public Health and as doctor-in-residence for digital agency Portable Studios (named in BRW's Fast 100 for 2013). In 2016, Mei co-founded SugarByHalf, became innovation advisor to Nightingale Housing and a Board Member to the Chisholm Institute and Chisholm Online.

Mei was a founding Mentor to the awarded Melbourne Accelerator Program and lead the development of a proposal to establish an international campus and lifestyle destination for entrepreneurs, investors and cultural connectors in Melbourne. In 2017, this project was recognised as a major grant recipient by LaunchVic-Victoria's State Innovation Fund.

A well-versed communicator, Mei has been engaged to address audiences for TEDMed, Art Series Hotel Group, Mallesons, the Department of Small Business Innovation and Trade, AMA, the International Aeronautical Federation, the European Space Agency, Rock Health, WEF Young Global Leaders Summit, World Congress of Sport and Culture (Tokyo) and UN General Assembly.

Mei holds Bachelor of Medicine and Surgery, Bachelor of Medical Science and a Masters of Public Health from the University of Melbourne.

Associate

Leisha Muraki B.A MA

Leisha is a designer whose practice is built on the belief that in a knowledge led society, the way we interact with information — its creation, distribution, storage, integration and use — demands effective design. Framed in this way, there is no greater value than that of design and it's ability to significantly impact our economy, policies and culture.

Since 2009, Leisha has empowered communities, launched ideas and contributed to the fields of art, film, music & design. She has exhibited her data visualization and design works at several galleries, including: the National Gallery of Victoria (Melbourne), Gaffa Gallery (Sydney) and Jacob Lawrence Gallery (Seattle). Leisha has also been featured in publications such as Desktop Magazine, Time Out and Print's Design Annual.

In 2011, Leisha was recognized as a Top American Designer for her work with the American Institute of Graphic Design. Later, named an A-List Designer by Australian Artisan.

Leisha's understanding of design and holistic strategy has been informed by her roles with Alaska Airlines, ARUP, Bill & Melinda Gates Foundation, PricewaterhouseCoopers and UNAIDS Foundation.

A thought-leader in the design industry, Leisha was appointed as a council member for the state of Victoria for AGDA (Australian Graphic Design Association) in 2012. Following her time with the organization, Leisha became Director of Uncoated, a content and media company producing curated and original content on the design industry and it's challenges.

Her career in design has led to opportunities in the academic community. Leisha is a former lecturer at Holmesglen Institute and at the Royal Melbourne Institute of Technology (RMIT) in the undergraduate and graduate design programs. She has also lectured at SIM Global Education (Singapore Institute of Management) in their design professional practice course.

Leisha continues to share her thoughts on design and its current state, with speaking engagements at AGDA, Australian Academy of Design, Design Institute of Australia and RMIT.

Leisha holds a Bachelor of Fine Arts and minor in Art History from the University of Washington and studied her Masters of Education at RMIT University, with a focus in undergraduate design education.