

## SOFTWARE | Taking the lead in artificial intelligence

# A lifestyle choice

**NIGEL AUSTIN**

**BUILDING** a thriving career out of the emerging business of artificial intelligence has allowed Matthew Michalewicz, 32, to help some of the largest companies in Australia and the U.S.

After starting NuTech in North Carolina as a 24-year-old and walking away from it five years later with a small fortune, he chose Adelaide to restart his corporate career.

### SILENT ACHIEVER

It was lifestyle more than anything that attracted him here in 2003. "My wife and I had visited Adelaide and we thought it was the most wonderful place on earth," he said.

Mr Michalewicz started SolveIT Software in 2004, providing a specialised software service to help companies optimise de-

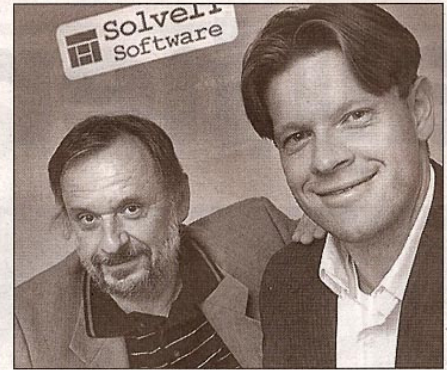
isions in marketing and logistical operations. His father, Dr Zbigniew Michalewicz, became its chairman. Dr Michalewicz was then Professor of Artificial Intelligence at the University of Adelaide.

Mr Michalewicz formed his first business at 18, a fitness training company while attending university. He later worked as a management consultant for Ernst & Young before starting NuTech, a hi-tech company that grew to

more than 150 employees and six international offices in only four years.

With help from the Trade and Economic Development Department, he co-founded SolveIT, which became a leading provider of profit optimisation software. Clients include the DSTO and ETSA.

"The company has large growth ahead in the next decade because a whole new market for artificial intelligence will be developed," he said.



**GOOD COMPANY:** Dr Zbigniew Michalewicz and son Matthew at SolveIT.  
Picture: DEAN MARTIN