

Alex Zaharov-Reutt

Technology Evangelist

Journalist, Radio and TV Presenter, Technology Expert and Evangelist, Alex Zaharov-Reutt provides a dynamic overview of where IT has taken and will take us in the years to come.

As a prominent member of the technology media, Alex is constantly writing about the latest technological trends, testing the latest hardware and software and helping people get the best from technology through a variety of media outlets.



Alex Zaharov-Reutt received his first computer at the age of four in 1979 through the insight of his father who foresaw the importance computing technologies would bring to our everyday lives. In his teenage years Alex operated his own Bulletin Board service (a pre-cursor to today's Internet), before joining a Sydney based telecommunications company in his early twenties as their computing and Internet product manager.

Alex Zaharov-Reutt was co-host of the *2GB Computer Show* in 1998. From there he moved into many different forms of the media, appearing on AM and FM stations (including 2UE, ABC and others), co-hosted *Internet Bright Ideas* on Channel 10, has hosted his own weekly Internet TV Show called '*HotStuff*', and has written for numerous technology magazines.

Alex Zaharov-Reutt has also spoken at conferences and seminars on technology and new media. He worked for Kidz.Net, an Internet Service Provider that offered a safe Internet surfing environment for children, parents and schools. For two years, Alex Zaharov-Reutt was Editor of *Australian NetGuide Magazine*.

Alex has worked with a variety of radio stations, contributing to different shows and hosting his own. He co-hosted 2GB's call in technology show. Alex Zaharov-Reutt contributed to the *NetNews* program and now works as co-host of *CoolStuff*, a weekly look at the latest technology. Alex was also the Online Editor for *NetAlert*, a not-for-profit organisation promoting safe surfing information and guidance for children, parents and schools.

Alex Zaharov-Reutt was then the 'gizmo guru' on Channel 7's *Room for Improvement*. In 2003, Alex became the Editor of *Free Access Magazine*. At around the same time Alex Zaharov-Reutt became IT Editor of *Digital Retailer Magazine*. And in mid 2004, he became FHM Magazine's technology writer, and also wrote for Zoo and Empire Magazines in the same capacity.



Alex Zaharov-Reutt also worked with the organisers of CeBIT (Australia's premiere business technology show) and the Intelligent Home Show, a consumer focused technology exhibition. During 2005, Alex was *The Today Show's* 'Technology Zaharov-Reutt Contributor' reporting on and demonstrating the latest technologies.

Alex was a panel moderator/chairperson for 'Rewind Fast Forward; a Business Forum on the Internet of Yesterday, Today and Tomorrow'. Alex has been the keynote speaker at the WA Government's 'Telecentres' conferences, which bring computing technology to the WA outback, in 2006 and 2008, and has participated in many other conferences besides, either as media based attendee, reporting on the events, and also several as one of the speakers.

During a year-long stint in Melbourne, was ABC 774's tech expert on Lindy Burns' drive time program in 2008, and since his return to Sydney in 2009 continues radio appearances on various ABC stations across Australia as tech topics come up and expert commentary is needed. Alex is also a committee member of the Sydney PC Users Group, its former Vice President and current main-meeting co-ordinator and Q&A presenter. Today, Alex is the Technology Editor of iTWire.com, one of Australia's leading technology news publications and has been since 2006. He continues to work in the IT and media space, testing, using, reporting on and teaching about the latest technologies, as well as regularly appearing on Australia's commercial and public TV networks as a technology expert for news and current affairs programs such as ABC News, Lateline, A Current Affair, Today Tonight, Ch 7 News, SBS News, ABC NewsRadio, ABC Local Radio, among others.

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