

## **Matthew Pryor – Co – Founder & CTO, Observant**

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As co-founder of Observant, Matthew has been instrumental in the development of the AgTech market in Australia, and the rapid growth of the US market having established Observant's US headquarters in Sacramento, CA in 2013.

Observant has been at the forefront of the application of IoT and BigData to solving the challenges of improving agricultural productivity through a focus on precision farm water management. Australia's experience in technical and policy response for climate adaptive agriculture have direct application to global agricultural productivity challenges and Observant is bringing that experience and innovation to a broad range of applications.

